



ANNUAL REPORT

FY 2019



Iowa State Center
Fisher Theater • Scheman Building • Stephens Auditorium
IOWA STATE UNIVERSITY



IOWA STATE CENTER

We are proud to manage the well-respected venues of the Iowa State Center for Iowa State University. Our vision to bring local, regional, national, and international artists and attendees to the Center is stronger than ever.



Tammy Koolbeck, CVE
Executive Director

Koolbeck is active on the national level in the venue industry organization International Association of Venue Managers (IAVM). IAVM represents public assembly venues from around the globe and its mission is to educate, advocate for and inspire public assembly venues worldwide. She will serve as board chair through August 2020 and will be teaching for her eighth year at Venue Management School. Koolbeck has been recognized as a Woman of Influence by *Venues Today* and received the Gigi Award, the highest honor given by the Event & Arena Marketing Conference.

What a year we had – welcoming over 250,000 people at over 675 events. We celebrated the 50th Anniversary of the Performing Arts Series at Stephens Auditorium with a wide range of shows including Steve Martin and Martin Short, Kinky Boots and the San Francisco Symphony. At Fisher Theater, the Iowa State Theater Department led by Brad Dell produced and presented groundbreaking performances. The Scheman Building continued serving clients with exceptional service and great food.

In Stephens Auditorium, we opened new wheelchair accessible areas in Row 11 and Row 31 allowing us to more than double the capacity for patrons with wheelchairs and mobility impairment. The Goldfinch Room, a new listening room, launched in January and produced four shows with sell out audiences.

Our donors and subscribers support our programming with gifts and ticket purchases. Warren and Beverly Madden led the way with a major gift to fund the handrail project in the balconies and loges. More Performance Underwriters helped offset costs of increasing artist guarantees.

Our staff continues to seek ways to improve our customer/patron experiences while maintaining these iconic venues. We provide training to full and part time staff in the areas of safety and security while we work to enhance the patron experience. Enhanced security measures were enacted this year at Stephens Auditorium for Performing Arts Series and contemporary shows.

Our facilities continue to be gathering places for the Iowa State University community, the City of Ames, Story County and surrounding areas. We had a great year financially and programmatically thanks to all those who support us by booking meetings and banquets at Scheman or attending shows at Stephens Auditorium and Fisher Theater.

We are proud to manage the well-respected venues of Iowa State Center for Iowa State University. Our mission to educate, inspire and entertain remain as strong as ever.



Tammy Koolbeck, CVE, Executive Director

Dear Friends,

I am pleased to write this letter at the conclusion of another very successful year at the Iowa State Center. That success is the result of the support we receive from the entire community. With funding from Iowa State University, and further financial support from the Government of the Student Body, we proudly present performances by ISU Department of Music and Theatre and programs provided by ISU Lectures and the Student Union Board. Interns work day by day, along with dozens of ISU students and community volunteers to make these events possible.

We are also thankful for the ongoing support of the Ames Convention and Visitors Bureau, the Ames Chamber of Commerce and the Ames hospitality industry. With their help, the Center plays host to hundreds of conferences, meetings, and special events each year.

Of special note are the many contributors to the Performing Arts Fund and the Ames International Orchestra Festival Association. Without their critical financial support, we would not be able to present the world class performers and attractions that appear each year in the Stephens Performing Arts Series. Event sponsors and advertisers round out the funding equation to further guarantee the Center's continuing success.

As Dorothy said after her trip to Oz, "There is no place like home!" That is most certainly true if you live in Ames. Speaking for our entire VenuWorks team, Executive Director Tammy Koolbeck and the dedicated Iowa State Center staff, we are proud to be part of this wonderful community. It is a privilege to serve you.



Steven Peters, VenuWorks Founder & CEO



Steven Peters
VenuWorks Founder & CEO

Founded in 1996 in Ames, Iowa, VenuWorks provides full-service venue management, food and beverage, and programming solutions to arenas, theatres and convention centers throughout the United States. Our services include, but are not limited to, operations, programming, finance and administration, food and beverage, and sales and marketing. VenuWorks assumed management of the Iowa State Center on August 1, 2015.

OUR TEAMS!

IOWA STATE CENTER FULL-TIME STAFF

Tammy Koolbeck
Executive Director

Kristen Koenig
Sales Manager

Missy Borton
Executive Assistant

Emily Ladewig
Director of Finance

Mike Broich
Technical Director

Allie Mormann
Banquet Manager

Dave Burrack
Senior Event Manager

Helen Benesh
Accounting Clerk

Sara Compton
Outreach Manager

Josh Oakland
Event Manager

Pat Dennis
Director, Event Services, Conferences

Holly Olson
Director of Marketing

Jake Ewalt
Technical Director

Jeff Schoening
Executive Chef

Paul Ferrone
Development Manager

Craig Spillman
Director of Food & Beverage

Greg Gerstein
Custodian

Morgan Stewart
Banquet Manager

Brad Gulbranson
Custodial Services Manager

Sydney Upah
Ticket Office &
Marketing Coordinator

Brianna Hall
Marketing Manager

Craig Wiebke
Director, Event Services,
Theatres

Tim Hinderks
Director of Operations

Nick Kaizer
Ticket Office Manager

Dustin Zuelsdorf
Sous Chef

AOIFA BOARD

Noelle Fultz
President

Jack Horner
Treasurer

Jim Beckwith
Vice President

Roger Berger

Dario Zaffarano
Secretary

Aaron Fultz
Joy Lang

Dave Millard

Jeffrey Prater

David Stuart

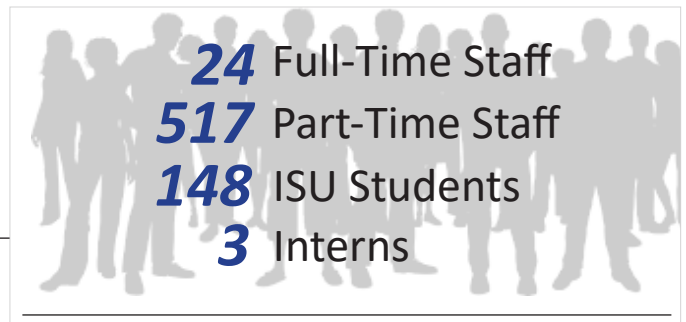
Marcia Thompson

Stephen Willson

Thomas Cunningham

Melanie Sullivan

ISU Student Representative



PERFORMING ARTS COUNCIL

Tanya Anderson

Janice Baker

Madeline Burkhardt

Sara Compton

Elaina Conrad

Jane Cox

Brad Dell

Paul Ferrone

Homer Gartz

Debra Gibson

Olivia Griffith

Kim Hanna

Molly Helmers

Carrie-Ann Johnson

Paul Johnson

Letitia Kenemer

Amanda Kniep

Emily Ladewig

Jennifer Leptien

Tammy Koolbeck

Laurie Law

Holly Olson

Donald Simonson

Kipp Van Dyke

Cinian Zheng-Durbin

FINANCIAL PERFORMANCE

Our goal is to maximize revenue by hosting many well-attended events and minimizing expenses through efficient and cost-effective facility operations.

FY 2019

Operating Income	\$4,792,669
ISU Fund Allocation	<u>\$ 949,625</u>
	\$5,742,294
Personnel	\$2,761,930
General & Administrative	\$ 52,164
Occupancy*	\$1,141,348
Travel	\$ 10,425
Event	\$ 965,005
Service Operations	\$ 351,981
Building	<u>\$ 283,801</u>
Net Revenue/Cost	\$ 175,640

*Includes Flood Preparation Expenses



The King's Singers with the Iowa Statesmen - February 14, 2019

FY19 MAJOR ACCOMPLISHMENTS




Stars align for accessibility

Few places on the Iowa State University campus – beyond the astronomy department – have seen as many stars as Stephens Auditorium, which has hosted close to 10,000 performances and events since its opening in 1969.

When the auditorium was built five decades ago, the architects did not have in mind today's idea of inclusive design – ensuring that facilities offer a welcoming physical environment for everyone. Now, certain aspects of the facility, like the location of restrooms and large number of steps, can be a hindrance for some people; in recent patron surveys, more than 50 percent of respondents mention the lack of accessibility to restrooms as problematic.

While advances have been made in enhancing the patron experience, Stephens is raising funds for several remaining projects, including a restroom addition, restroom upgrades and lighted handrails. Gifts from generous donors can help make the auditorium easier and safer to navigate – and ensure Stephens continues to fulfill its mission to keep the arts accessible to all.

 **LEARN MORE** at www.center.iastate.edu/makeagift.



50th Anniversary Event September 21, 2018



We hosted a BEATLE!

Ringo Starr - September 5, 2018

FY19 MAJOR ACCOMPLISHMENTS

★ Staff Accolades.....

Sara Compton - Bill Pelz Arts Advocacy Award, Ames Community Arts Council

Brianna Hall - IAVM 30 Under 30 Recipient

Kristen Koenig - Iowa State Association of Executives (ISAE) Leadership Development

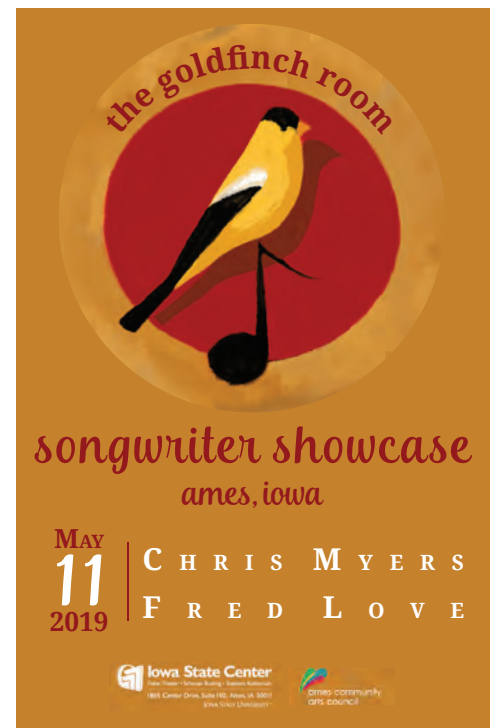
Tammy Koolbeck - Chair-Elect, International Association of Venue Managers (IAVM)

Emily Ladewig - Leadership Ames Graduate

Craig Spillman - Venue Management School (VMS) Graduate Institute



Goldfinch Room Opens
January 2019



Oh, yeah...

WE BEAT BUDGET!

BY THE NUMBERS

Scheman Building

95,831

Total Attendance

434

Total Event Days

10

Number of events that use two or more of the VW managed buildings

9

Number of events that use at least one of the VW managed buildings & Hilton Coliseum



The 2018-2019 year was filled with a variety of events including these major conferences using the Iowa State Center Campus.

- IA Assoc. of Realtors in September (900 people)
- Engineering Career Fair in September (2,000 people)
- American Chemical Society (ACS) in October (1,200 people)
- All State Music Festival in November with these complimentary groups:
 - All State Music Association (800 people)
 - Iowa Music Educators (600 people)
 - Iowa Choral Directors Association (2,600 people)
- Integrated Crop Management Conference in December (1,000 people)
- Practical Farmers of Iowa in January (800 people)
- Precision Planting Winter Conference in January (700 people)
- Pioneer Corteva 219 Agronomy Leaders Conference in January (820 people)
- All State Speech Festival in February (3,500 people)
- Iowa Jazz Championships in April (2,700 People)
- Iowa FFA State Convention in April (3,000 students)
- Workiva in April (1,350 people)
- Iowa Reading Association + Iowa School Librarians in June (600 people)
- World Food Prize Iowa Youth Institute (320 high school students, 142 teachers)

BY THE NUMBERS

Fisher Theater

12,787

FY19 Total Attendance

"In theatre, you have the power to bring voice to those who have been marginalized, discriminated against, left out, overlooked, or silenced."

Theatre
in our
Schools

Dr. Monique M. Chism, Assistant Secretary for Policy and Programs, U.S. Department of Education, speaking at the 2016 EdTA National Conference

Cast of Sense and Sensibility with Carrie Taylor and Nick Veenstra



157

FY19 Total Use Days
(Includes rehearsal days)

Brad Dell, Carrie Taylor & Nick Veenstra



Godspell rehearsal



5,811

FY19 Tickets Sold

\$79,033

FY19 Gross Ticket Sales



BY THE NUMBERS

Stephens Auditorium



134,749

FY19 Total Attendance



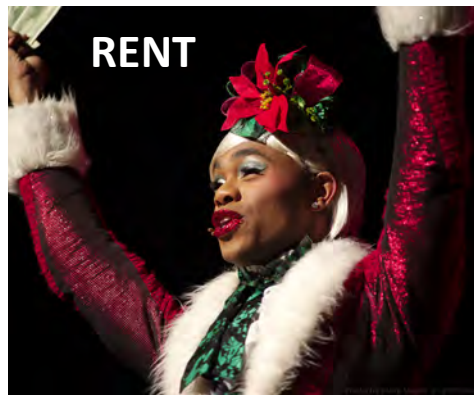
San Francisco Symphony



NeedToBreathe: Acoustic Live Tour

180

FY19 Total Event Days



RENT

71,455

FY19 Tickets Sold

\$2,608,365

FY19 Gross Ticket Sales



The Beach Boys

GIFTS AT WORK

10 WITH IMPACT 14 IN BRIEF

GIFTS *at* WORK

EXTENDING IOWA STATE'S IMPACT
THROUGH PHILANTHROPIC GIVING



➤ **Flocking to the Goldfinch**
Tucked into a corner of Stephens Auditorium's ground floor is the Goldfinch Room, an intimate listening room for performances by Iowa singer-songwriters made possible in part by donors.

Photo: Ed Laub

OUR FACILITIES

Fisher Theatre, Scheman Building, Stephens Auditorium

Iowa State Center General Fund & Donor Funded Projects

- Staging, curtains and curtain tracks, chair rails, stage lighting and sound systems were purchased and installed in Celebrity Café.
- Row 12 removed in Stephens to create an east/west aisle.
- Handrails installed in the balconies and loges.
- Handrails installed for Rows 10, 11 and 30.
- Cable ramp fabricated and installed at Row 11-13 entrance on right side of house.
- Complete asphalt resurface of Lot A1 and asphalt repair in other Iowa State Center parking lots.
- Access drive removed and replaced at Fisher Theater
- Sidewalk replacement and new curb and guttering at the Fisher access drive

FP&M Funded FY19 Projects

- Automatic controls installed for exterior lighting.
- Light pole replaced in Lot B after being struck by a snowplow.
- Removal and replacement of caulking on main floor windows on the east and west sides of Stephens.
- Removal and replacement of caulking around windows and doors in Fisher Theater's main lobby.
- Stephens and Fisher both had projects initiated to stop water infiltration during rainstorms.
- Annual and semi-annual safety inspections with EH&S and building staff were conducted with safety concerns addressed and projects assigned for completion.
- Safety inspections of AED and fire extinguishers and fire suppression systems were completed as required.
- Throughout the year plumbing, electrical, HVAC and lighting concerns were addressed to keep the facilities operational and safe for guests using the facilities.
- Fiber optic cable damaged during parking lot construction was addressed and installed.
- Steam line replacement started at Iowa State Center buildings in the spring.

Shared Project Costs Between ISC General Fund and FP&M Funded Projects

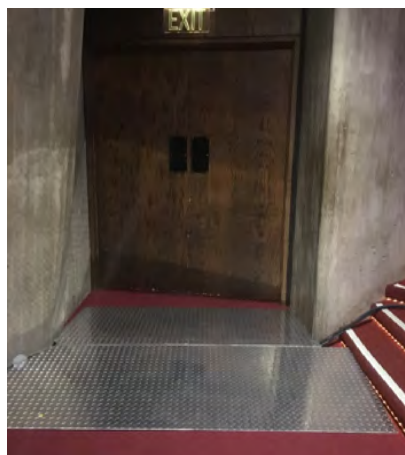
- New wheelchair accessible area created by removing portions of Row 10 and 11 in Stephens.
- Wheelchair accessible areas expanded in Row 31 (Row 30 removed).

OUR FACILITIES

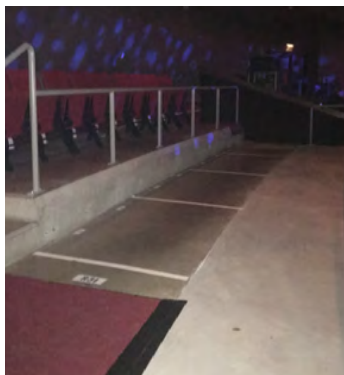
Fisher Theatre, Scheman Building, Stephens Auditorium



◀ Staging, curtains and curtain tracks, chair rails, stage lighting and sound systems were purchased and installed in Celebrity Café.



▲ Complete asphalt resurface of Lot A1 and asphalt repair in other Iowa State Center parking lots.



◀ Cable ramp installed at Row 11-13, house right

Handrails installed for Rows 10, 11 and 30

Wheelchair access expanded in Row 31

Access drive removed and replaced at Fisher Theater ▶

Sidewalk replacement and new curb and guttering at the Fisher access drive



FOOD & BEVERAGE

Gross revenue from Food & Beverage including concessions and catering from July 2018 - June 2019:

\$1.4 million



- Over 20 specialty Rice Krispies Treats designed specifically for artists and clients
- 2,680 Chocolaterie Stam chocolates were given away at various Stephens Auditorium donor events
- 5,705 gallons of coffee were brewed



TRAINING & DEVELOPMENT

- Harrassment Prevention (upon hire and annually)
- CPR-AED
- Building Evacuation Training
- Flood gate training
- Bloodborne Pathogens and Hazardous Waste
- See Something, Say Something
- Event Security: Empowering Your Personell
- Phishing Quiz - Cyber Security
- Plan for Severe Weather Like a Pro
- Emergency Preparedness for Performing Arts Organizations
- Service Animals - ISU Equal Opportunity Office
- Serving Customers with Disabilities
- Emergency Radio Protocol
- Trained Crowd Manager
- Academy of Venue Safety & Security
- Event & Arena Marketing Conf. (EAMC)
- IAVM Annual Conference, Venue Management School & Graduate Institute
- Leadership Ames, Emily Ladewig
- Iowa Society of Association Executives Leadership class, Kristen Koenig
- Various Ames Chamber of Commerce Events, e.g. Leadercast



Flood Gate Installation Training



DONOR RELATIONS

Through the performing arts, we are educating students, inspiring citizens and contributing to a culturally unique quality of life. The Stephens Performing Arts Fund helps support our programming and other projects.

Performance Underwriters

\$75,000

Brian and Tanya Anderson
Elizabeth Beck
Jim Beckwith
Jay and Karen Heldt Chapman
Durbin-Zheng Family
Cecilia and Jack Horner
Arthur Klein
Todd and Jill Klindt
Mike and Tammy Koolbeck
Warren and Beverly Madden
Betty and Craig Miller
Steve and Randi Peters
Peter J. Reilly Estate
John and Suzan Shierholz
Brent and Maggie Wynja

Grants - \$25,900

Ames Commission on the Arts
Ames Convention & Visitors Bureau
Arts Midwest
Iowa Arts Council

Performing Arts Fund

Total Contributions - \$236,609
Number of Donors - 543

Stephens Auditorium

Handrails Project

Warren and Beverly Madden

Sponsors

\$52,855

Allstate - Nicholas Testino Agency
Ames Chamber of Commerce
Ames Convention & Visitors Bureau
At Home Care Company
Best Western Plus Inn & Suites
Chocolaterie Stam
City of Ames
Dublin Bay
First National Bank
Iowa State University Foundation
Mark's Dancewear
Mary Greeley Medical Center
McFarland Clinic
Nelson Electric
Northcrest Retirement Community
Orchesis 1 - Barche
Octagon Center for the Arts
Radisson Hotel & Conference Center at ISU
Stark Smiles
Stoltze & Stoltze Family Dentistry
Windsor Oaks
Workiva



OUTREACH EFFORTS

An important part of our mission is being engaged in Ames and our surrounding communities. Iowa State Center's outreach activities reach 60 counties across the state and include international artists.



Martha-Ellen Tye Performing Arts Institute Youth Matinee Series

- 13 shows – 18 performances – 12,582 attended in FY18
- More than 3,000 scholarship admissions valued at over \$12,364 served students enrolled in the federally funded school lunch program based on income eligibility. New this year, we advertised and jointly presented ISU Theatre matinees with our Schooltime Matinee Series. This served to increase ISU Theatre's reach as teachers across the state receive the brochure through Area Education Association media delivers. It also broadened the scope of programming available to high school audiences.



Young Concert Artist Residency

- The Telegraph Quartet, an exciting up-and-coming string quartet based in San Francisco, was in residency through a partnership with Ames Town & Gown Chamber Music Association. The quartet's brief residency included lecture demonstrations and master classes in addition to their public concert.



Metropolitan Opera National Council Auditions

- 21 singers
- 3 world-class judges
- 3 sopranos advanced to Regional Competition
- 6 singers participated in the master class following auditions



On Stage!

The On Stage! Program continues to provide important access to the arts for students from Ames and Gilbert high schools. Selected students attended six shows throughout the year and wrote about their reactions.

- The Illusionists
- The Capitol Steps
- Noel
- Cirque Mechanics: 42 FT
- San Francisco Symphony with Michael Tillson Thomas
- RENT



ISU OUTREACH

LEARNING COMMUNITIES



The Iowa State Center's OnStage Program began working with Learning Communities in the fall of 2016 to engage students with the performing arts. The goal of the program is to reach students from a wide spectrum of academic pursuits and demonstrate the value of performing arts as part of their education at Iowa State. Students, peer mentors and learning community coordinators attend one or more performances as a group. The following Learning Communities have participated in the program:

- Agronomy
- BOLD – Bridging Opportunities in Leadership and Diversity
- Chemical Engineering Transfer Students
- CONNECT FOUR – 1st year students of color College of Human Sciences
- EXCEL – Exploring Careers, Education and Leadership
- Freshman Honors Program
- Genetics
- Hixson Opportunity Awards
- IDEAL Transitions: InDustrial Engineers Are Leaders
- ISU 4U Promise
- Natural Resource and Ecology Management
- Physics and Astronomy
- Psychology
- Science of the Environment and Sustainable Systems
- Sky is the Limit

There's physics involved in everything (even circus performing) and I can really branch out when it comes to finding my career path.

Response from student attending a performance by Cirque Mechanics.

Following the performance, students reflect on the following questions and submit their responses:

- What were your impressions/observations of the performance?
- What have you gained as a person from the ONSTAGE program?
- What have you learned that could be applied to your course of study?

I appreciated being able to dive into the Arts and being with an entirely different crowd that just students. As a STEM student I feel like I don't have much interaction with the community and this was certainly refreshing.

Response from student attending a performance of Something Rotten.

It was an amazing performance and I think the other students that accompanied me really enjoyed the show as well. This is a great program and should definitely continue giving students these memories and experiences that will last a lifetime.

Response from student attending a performance of Kinky Boots.

ISU OUTREACH HONORS



Stephens Auditorium began working with the Honors Program in the spring of 2017. Each semester a seminar focusing on the Performing Arts Series is offered. In addition to attending three different performances, students learn about the background of each performing artist and tour Stephens Auditorium. Students consider the value of the performing arts as part of a university of science and technology. At the conclusion of the seminar, students give a presentation on the link between a specific performance and their field of study.

The audience development program, On Stage, brings students and teachers together through the arts. With generous funding from the Martha-Ellen Tye Performing Arts Institute, this program not only opens up the arts to students who might not otherwise have these experiences, but it fosters an appreciation, even a love, for the performing arts. According to Ames High School English Teacher James Webb, "Most come with a narrow interest span, but find their assumptions challenged. Many find their favorite shows are the ones they least expected to enjoy. ... It opens their minds to different types of shows, but it also gets them to reflect and articulate their thoughts and feelings about performances. They are building experiences and memories that they will carry long after they've forgotten even the best of my lessons in class!"

Comment from Ames High School English Teacher,
James Webb.

Getting to see and experience a Broadway musical is really special to me, because I haven't had a lot of opportunities like that in my life. Growing up on a farm in northern Wisconsin, we were pretty far away from getting to experience shows like this, both geographically and financially.

Response from student attending a
performance of Kinky Boots.

From this experience, I learned more about diversity and how most people view agriculture. In the play it looked like most people thought of agriculture as pumpkins and farmer's markets in a town square. I understand that not all people think this, but it is very eye opening to know that people do come from various backgrounds and perceive agriculture differently.

The idea of taking old concepts and applying them in new ways and building on them is a key step in writing hypotheses and research as well as work adaptability, which will greatly help me in the field of Agronomy and Seed Science research and industry..

Response from student attending a
performance of Cinderella.

MARKET REACH & Fan Engagement

Throughout the year, we strategically place advertisements for shows to inform the Ames community as well as our surrounding communities. We also place ads in industry publications to target artists and management teams as well as agent, promoters, and national touring acts.

Television: 2640

WHO TV 13, KCCI TV 8, WOI TV 5, On Media/Mediacom, ICAN (Iowa Cable Advertising Network)

Radio Ads: 1863

iHeart Radio (KASI, KCYZ, KKDM, KDRB, KXNO, WHO), Des Moines Radio Group (KPSZ, KIOA, KSTZ, KAZR, KRNT, KMYR), Cumulus Radio KGGO, KHKI, KJJY, KWQW, KBGG), Iowa Public Radio, KFMG, KHOI, KFJB and KIX 101.1 in Marshalltown

Newspaper Ads: 223

The Des Moines Register, Datebook, Ames Tribune, The Sun, Iowa State Daily, Cityview and outlying newspapers that include the communities of Jefferson, Carroll, Dayton, Gowrie, Sac City and Ogden.

Niche Magazines: 25

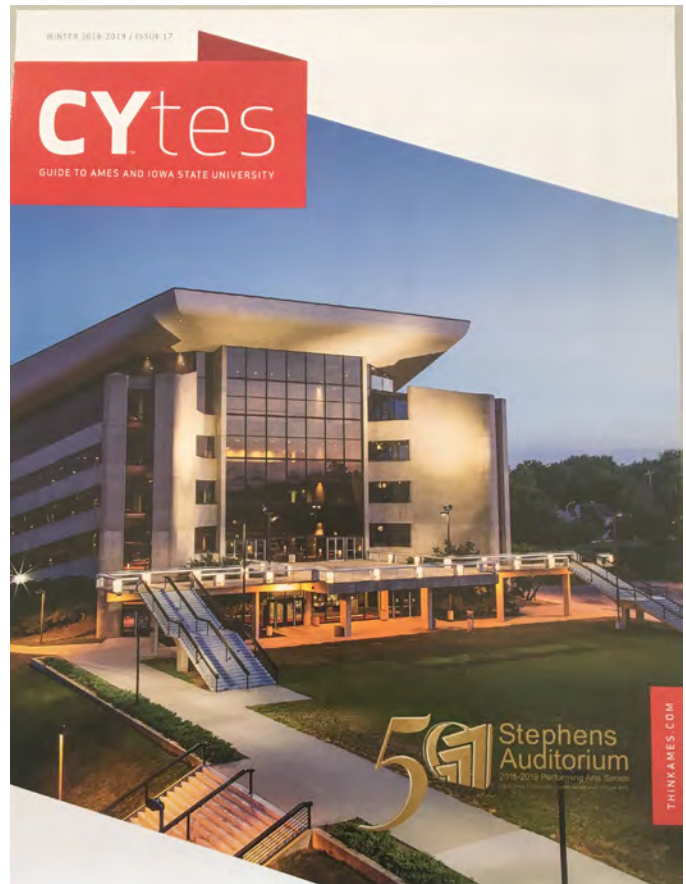
Facets Magazine, Iowa Living Magazines, Iowa Architect, Fort Dodge Today

Digital Banner Ads: 99

Des Moines Register Digital Media; iHeart Radio Digital Media; Ticketmaster Blue Digital

CY Ride Bus Tails: 16

4,866 ADS



Stephens Auditorium Photo by Nick Tremmel, VenuWorks



MARKET REACH & Fan Engagement



Facebook
12,282
Likes



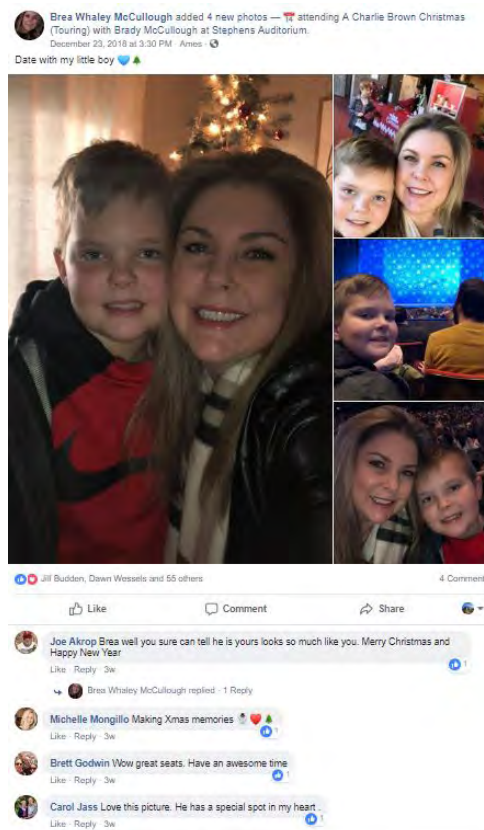
Twitter
2,401
Followers



Instagram
905
Followers



Pinterest
42
Following



COMMUNITY INVOLVEMENT

Iowa State Center staff are heavily involved in the community – logging in over **1,200** hours in community involvement with local non-profit agencies, church and service organizations and national industry organizations. We believe in giving back to others and our staff members embrace these opportunities.

Missy Borton
Food at First- volunteer
United Way Day of Caring- volunteer

Sara Compton
Church Choir- Collegiate United Methodist
United Way Day of Caring- volunteer

Paul Ferrone
Rotary Club of Ames- member
Story County Alliance for Philanthropy
Iowa Cultural Coalition

Brianna Hall
FUEL Marketing Committee
Main Street Nevada Steering Committee
Food at First- volunteer
Lincoln Highway Days- volunteer
4th of July Parade- volunteer

Tim Hinderks
LifeServe Blood Center- donor

Kristen Koenig
Oversees the Vice President of Philanthropic Service
United Way Day of Caring- volunteer
Food at First- volunteer

Tammy Koolbeck
AHA Go Red for Women Event- Exec. Leadership Team
International Association of Venue Managers- First Chair and
VMS Board of Regents
P.E.O.- member, program and fundraising committees
United Way Day of Caring- volunteer
Iowa Presenters Network

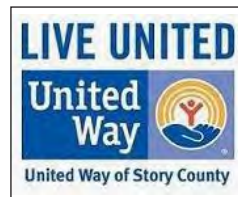
Emily Ladewig
Leadership Ames
United Way Day of Caring- volunteer
Food at First- volunteer
AHA Go Red for Women Event- committee member
GNEA Service Project
Special Olympics- torch runner volunteer
IAVM Audit Committee- 2018-19
IAVM Mentor Program, mentee- 2018-19

Helen Nelson
Midnight Madness- volunteer
Story County Conservation- volunteer
United Way Day of Caring- volunteer
Special Olympics of Iowa- volunteer
Adopt a Highway- volunteer

Holly Olson
Ames Literary Society Member
United Way Day of Caring- volunteer
Food at First- Volunteer

Craig Spillman
Young Professionals of Ames- member
CAYAC (Catholic Ames Young Adult Community)
United Way Day of Caring- volunteer

Craig Wiebke
Iowa Masters Golf Tournament- volunteer
Ames High Baseball Grounds Crew- volunteer



Stephens Auditorium

The Des Moines Register ■ SUNDAY, SEPTEMBER 23, 2018 ■ 1E METRO EDITION

USA TODAY LIFE

Iowa Life



C.Y. Stephens Auditorium NICK TREMMEL/SPECIAL TO THE REGISTER

50

Stephens turns

TAILGATING WITH NICK OFFERMAN AND 4 MORE MEMORABLE MOMENTS ON AND OFF THE STAGE AT AN IOWA VENUE

Matthew Leimbuehler Des Moines Register | USA TODAY NETWORK

Time flies when you're entertaining generations of Iowans. ■ Ames' own C.Y. Stephens Auditorium — named not after Iowa State's cardinal mascot but as a nod to Clifford Stephens, who donated \$1 million to the venue's \$5 million construction — celebrates this season 50 years of bringing music, comedy and more to life in central Iowa. ■ The venue has opened its doors to Bob Dylan and members of the Beatles, offered a stage to renowned symphonies and sold thousands of tickets to Broadway's biggest touring shows. ■ Follow along as the Register looks back at five unforgettable moments during the auditorium's five decades:

New York Philharmonic (Sept. 9-11, 1969)

With the four-year construction of the building complete, five concerts in three days featuring the renowned New York Philharmonic welcomed Stephens Auditorium into the world.

See STEPHENS, Page 2E

This new app will let you hire a home cook

Brian Taylor Carlson
Des Moines Register
USA TODAY NETWORK

Soon, you'll be able to use an app to hire someone local to cook a meal for you to enjoy at your own home.

Madeline Katan, a Des Moines resident, is launching Prezzel, a location-based app matching customers looking for a home-cooked meal with home cooks and chefs in the area. This differs from other apps in that most deliver meals from restaurants like GrubHub, DoorDash and Food Dudes.

"Our cooks cook for you in your own kitchen, and you choose from home cooks to professional chefs, and we're even going to add some celebrity chefs," Katan said. "It's free to sign up and cooks set their own prices." Payment is arranged through the app.

Home Cooks, Chefs and Caterers

Here's a look at how home cooks, chefs and caterers will use the app to sell their food:

- Home cooks, chefs and caterers sign up and create a profile
- Create a description for your dish, post a picture and set a price
- Additional prices can be set per person for larger groups or for dishes that can feed a crowd
- Chefs and cooks can link their Instagram pages so people can see more details
- Chefs and cooks shop at the grocery store closest to the customer for ingredients
- Chef and cooks clean up and leave the premises

Customers

Customers using Prezzel will have a simple shopping experience

- Customers sign up and shop for dishes and specialties from chefs and home cooks in their area
- Each meal is priced accordingly.

See APP, Page 3E



The Prezzel app logo. MADLINE KATAN/PREZZEL/SPECIAL TO THE REGISTER



"It's reassuring that a simple gesture like making someone a burger like that in today's day and age ... it can be a memory for someone like Nick Offerman, who has probably been through hundreds of similar situations."

Travis Ballstadt
Reaching for the arena from his tailgating party before Nick Offerman's show lured the star out to the parking lot



Archived photo: Seiji Ozawa, of the New York Philharmonic, plays a game of pick-up baseball during the orchestra's 1969 visit to Ames, Iowa. IOWA STATE UNIVERSITY LIBRARY SPECIAL COLLECTIONS

Stephens

Continued from Page 1E

The orchestra brought 13,437 into Stephens during the five performances, charging \$8.50 for the best seats in the house (\$4 for the cheap seats, though). Register archives say the Iowa State Singers joined the Philharmonic on stage.

And the group took up a different kind of classic during its Ames visit — playing a pick-up baseball game with locals, who housed orchestra members during their visit.

Fun fact: It was the Philharmonic that "officially" opened Stephens, but pop group The Cowells first played the venue, a soft opening on Sept. 7, 1969.

Jesus Christ Superstar (Feb. 20, 1972)

Decades prior to Sara Bareilles and John Legend bringing Andrew Lloyd Webber's groundbreaking rock opera to network television, "Jesus Christ Superstar" came to life on the Stephens stage.

A Broadway production of "Superstar" marked the first touring musical to stop at the auditorium, Iowa State Center records say. A total of 5,448 paid an average \$4.15 to see Carl Anderson of "Superstar" film and Broadway fame bring Judas Iscariot to life.

The production would go on to stop in Story County most of all Broadway shows to play the Iowa State



Bob Dylan returned to Stephens Auditorium in Ames on Oct. 24, 2017. MARK MARTURELLO

Red Hot Chili Peppers (Oct. 19, 1991)

Give it away, give it away — give us Pearl Jam, now? Years before bringing the world "Californication," "Scar Tissue" and "By the Way," the much-hyped Red Hot Chili Peppers brought the "Blood Sugar Sex Magik" tour to a college audience of 2,300 hungry for California funk.

And the nearly naked quintet came escorted by a pair of promising support acts to open the show: Smashing Pumpkins, touring in support of its Butch Vig-produced debut album, "Gish," and a mostly unknown grunge group called Pearl Jam, which six weeks before the tour released its debut album, "Ten."

Nick Offerman (Feb. 2, 2012)

Travis Ballstadt remembers unusually balmy temperatures on the day Nick Offerman of "Parks and Recreation" fame brought his stand-up show to Stephens. So, he decided to take the day off and tailgate ahead of the performance. He and about a dozen friends threw a helping of hand-crafted bacon, cheddar and jalapeno burgers on the grill around 6 p.m., leaving plenty of time to digest before Offerman hit the stage.

The smell of sizzling cheese and meat traveled from the Iowa State Center parking lot, through a stage door and into the Offerman's green room. Not unlike his "Parks & Rec" character Ron Swanson, Offerman couldn't deny the scent of cooking meat.

So, he wandered into the parking lot and asked Ballstadt and company for a burger. They happily provided him with patty so good that Offerman noted it in his 2013 memoir, "Paddle Your Own Canoe."

"It's reassuring that a simple gesture like making someone a burger like that in today's day and age ... it can be a memory for someone like Nick Offerman, who has probably been through hundreds of similar situations," Ballstadt said.

As for the show?

"Interesting and fun," he said, recalling Offerman spent the night "telling life stories. Singing some songs. Telling fun jokes."



Nick Offerman (center) poses for a photograph with Nick VanDerburg and Shandra VanDerburg outside Stephens Auditorium on Feb. 2, 2012. TRAVIS BALLSTADT/SPECIAL TO THE REGISTER

Bob Dylan (Oct. 24, 2017)

21st century Dylan can be polarizing — some nights he's lyrically inaudible and vocally insufferable. But, on that night, the 76-year-old Nobel Prize recipient smiled and waved in front of a sold-out crowd of 2,627. Dylan and his five-piece band entertained the October audience with a 20-song set, his third time playing Stephens and first since 1994. He sprinkled in the hits, with "Tangled Up in Blue," "Highway 61 Revisited" and "Blowin' in the Wind" making an appearance, while still giving time to the Sinatra covers that represent his more recent studio work.

And he wasn't alone in leaving audience members awe-struck. Soul legend Mavis Staples opened the show, juxtaposing Dylan's rary with a floor-shaking vocal performance that should be remembered for the next five decades.

Stephens Auditorium Photo by Nick Tremmel, VenuWorks

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