Competition Analysis

Segment #6

Commercial/Business Enterprises

Facility Users

**Facility Rentals College Wide**

2010 External Client reservations Scorecard

Totals

Total events: 1699

External Pay/\*Trade: 1680

External Waived: 19

Location Breakdown

External Hotel: 371

External Main Campus: 663

External Waived Main Campus: 19

External all other locations: 646 (mostly KTOS)

External Waived all other locations: 0

Campus rentals are mainly Iowa Hall A, B, C, D and Ballantyne. There are lots of non-profit “freebies” that use the grounds (Heart Walk, Freedom Fest, etc.) This segment provides repeat business. (9-26-11, Tom Kaldenberg)

\*A few departments on campus such as Ag Science and Industrial Tech will have an agreement with certain vendors. Sometimes these agreements include use of equipment or training for our faculty in exchange for use of rooms/spaces within that building. There is no formalized process for this, but more than likely there will be with the new facility rental policy that is currently being worked on by committee. (2-22-12, Amy Ashlock)

**Iowa Equestrian Center**

Contracted for 46 calendar events in 2011. IEC keeps a file on name and contact information for renters, post rental survey evaluations are collected.

Primary competitors are equestrian facilities in Des Moines, Iowa Falls, Winona MN, St Paul MN, Madison WI and Gifford IL. Other competitors to a lesser extent are facilities in Fergus Falls MN, Springfield IL, Jefferson WI, Columbia MO, Kansas City MO and Lincoln NE. (9-26-11, Patrick Klatt)

**The Hotel at Kirkwood Center**

Total Banquet & Catering events: 684
Total Banquets (events that use our space plus guestrooms): 235
Total Catering (events that use space and less than 10 guestrooms. Includes weddings): 449

(Multiple day events are counted as one banquet event)

Primary competitor is the Cedar Rapids Marriott. The Marriott is location on hotel row, near Rockwell, in Cedar Rapids and is overall a larger facility with more meeting and guest room spaces. Marriott also has a frequent guest rewards program. (10-10-11, Lee Belfield)

**KTOS**

Booking information is currently in R25. Has not surveyed rental repeat rates or client satisfaction in recent years. (9-26-11, Amy Lasack)