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**COMMUNITY/CONVENTION CENTER**  
CITY OF SACRAMENTO

September 27, 1983

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: EXHIBIT HALL/ARENA SPACE NEEDS

SUMMARY

This report provides the City Council with a review of the existing and future space needs of the Sacramento Community/Convention Center. It is recommended that City Council approve, in concept, an exhibit hall/arena expansion and direct the staff to return with a proposal to retain consultant assistance to implement this project.

BACKGROUND

Since the Sacramento Community/Convention Center opened in the summer of 1974, it has been an unequalled success. The number of booking dates far exceeds the number projected in the original feasibility study. Most of this success can be traced from the vacuum that existed years ago when it was felt that Sacramento was a very poor area for meetings due to a lack of facilities. Most groups took a "wait-and-see" attitude until the complex was completed, but committed to enough bookings to equal 801+ event days during construction. Usage has grown steadily, rising to its present height of 1,300-1,400 annually.

During the last five years, Convention Center and Convention Bureau management teams are faced with the need for more space on the present site. The Community/Convention Center use has grown to the point that it often reaches maximum capacity during prime times. From the existing heavy building usage coupled with the use projections of the adjacent new hotel, it is apparent that the Sacramento Community/Convention Center will be largely inadequate to accommodate groups wishing to utilize these facilities.

The City began the evaluation for the rehabilitation of Memorial Auditorium in 1975. Detailed plans and specifications called for expenditures of



10-12 million dollars to actually refurbish the Memorial Auditorium, and with the possibility of losing ten percent of the existing seating. The cost of this refurbishing, compared to the loss of seats, caused the staff and City Council to delay any plan for rehabilitation.

In 1981, Jim Naify, owner of approximately one-third of the block east of the Community/Convention Center Complex, brought forward plans that would utilize all of that block bounded by J and K Streets, and 14th and 15th Streets. That proposal included an exhibit hall (which could be used as an arena) and showing it would fit on that property. Since that time, an office building has been built on a portion of that block, which renders the Naify Proposal as unfeasible. However, by utilizing a portion of 14th Street, it would be feasible to construct an exhibit hall/arena.

#### Sacramento's Growth and Projected Growth in the Convention Industry

During the last 10 years, Sacramento has grown in the convention market faster than any other city in California. We have moved from 11th to holding 1st place in the number of state-wide conventions for the last five years! The number of delegates coming to the Sacramento area has grown to an extent that over 1,500 new hotel rooms have been built during this period. The demand for hotel rooms is continually on the rise, and for the first time, Sacramento's hotel room rates have escalated fast enough that major hotel developers are now of the opinion that Sacramento will support major hotel development. At the present time, four sites are under consideration for hotel development within the Sacramento area, and all of them project to build more than 250 rooms each. Additionally, all of the developers are aware of the competition and yet are not concerned with the other developments.

A projection of the market by the Sacramento Convention & Visitors Bureau indicates that in the next 10 years there will be a demand for more than 1,500 new hotel rooms in Sacramento. Sacramento is very close to reaching a plateau in California state markets, and with the rotation habits of most associations in California, those that can and will meet in Sacramento are already meeting here every other year. If Sacramento does not continue to grow and develop new hotels and new facilities, some of the expanded or refurbished market areas, such as Oakland, San Francisco, Long Beach, or Fresno, will share part of our current market. If Sacramento is to survive as a convention city, a very aggressive regional and national marketing program must be initiated.

The only way this type of program can be initiated is with a new hotel and with expanded facilities. Sacramento is the perfect size for a state convention, but lacks convention space and hotel rooms for the regional and national groups. Growth in regional and national business will be dramatically slower than it was with the state business, and a marketing program must be set up as a 10 year program rather than the 3 to 5 year program that was developed in the mid-1970's for the current market.

It is historically true that hotels follow very much the same pattern as department stores--as soon as one is built and proven successful, others

will follow in the same area. Almost assuredly, when one new hotel is built in Sacramento and expanded convention facilities are built along with it, other hotels will follow the lead of the planned development next to the Community Center Complex.

Conversations with convention industry leaders throughout the United States in the fields of association management and convention solicitation indicate that Sacramento has a tremendous future in state group business; with added facilities, it would have a base for expanded regional and national convention business.

Convention activity in the Sacramento area has increased from 189 conventions in 1973 to 610 conventions in 1983. This dramatic increase is a direct result of the construction of the Sacramento Community/Convention Center, new hotel rooms, more aggressive marketing, and addition of new visitor attractions. As noted in the Convention Bureau report of 1982, this industry now generates as much as \$147,000,000 into the Sacramento economy.

Eventhough the convention growth has been dramatic in the last 10 years, it has been a stable growth and is projected by the Convention Bureau to continue for years to come. (See EXHIBIT 1, pages 1-3.)

No group can become complacent, as the decline in convention activity can be just as dramatic as the growth we have had here in Sacramento. Convention solicitation has become one of the most competitive markets in today's economy. Every major city on the West Coast has expanded their convention solicitation budget and are continually evaluating their facilities to meet the ever-growing demand for space.

Existing West Coast Facility Resources

In the design of any facility, size becomes the most difficult question for architects and management. What is designed for today may not be adequate for the future years. There are very few, if any, convention centers that were built in the last 20 years that are adequate to handle the activities of today, and certainly not the future. Every major center in the western United States has already planned, or is planning expansion. Every convention center planner does the best evaluation possible; e.g. potential growth of the community; the growth of hotels; the potential market in future years. There are always constraints that influence the size of facilities, such as land area and, of course, funding.

The following convention centers were expanded, and at the time of planning and construction, were thought to be adequate for many years to come. These facilities are of a size to merit review:

CALIFORNIA

A. Anaheim

The Anaheim Convention Center is considered by all professionals to be the most successful center in the United States. In the last 15

years it has grown from a small complex to the largest in California. There are 535,000 square feet of total exhibit space, with 3 halls of 100,000 square feet in each hall. There is an arena that seats 8,800 and opens into the original exhibit hall. Parking on-site is 3,800 spaces. Anaheim has a primary market of 10,000,000 people. Under construction is 150,000 square feet of additional exhibit space and a 9,000 seat arena.

B. Fresno

The Fresno Convention Center was one of the early complexes built in California. Fresno has an exhibit hall with 32,000 square feet, which connects to a 7,410 seat arena and with 27,000 square feet of exhibit space on the arena floor. In October 1983, the center will have a new 320 room hotel opening on site. The Fresno center has 880 parking spaces on-site. Fresno's primary market is 750,000 people. Expansion of the Selland Arena to a total of 10,900 seats will accommodate the growth of the CSUF basketball program.

C. Long Beach

The Long Beach Convention Center is newly constructed next to the existing arena. The new facilities consist of 100,000 square feet of main hall, with another 88,000 square feet in adjoining facilities. The arena has 13,933 seats, and there are new hotels on site or next to the facilities. There are 4,000 parking spaces on-site to support the arena, exhibit hall, theater, and hotel. The primary market in Long Beach is 8,000,000 people. There is no planned expansion at this time.

D. Los Angeles

Los Angeles was the first of the new "giant" exhibit/convention center facilities in California. The center has a total of 332,676 square feet of exhibit and meeting space, with a main hall of 210,685 square feet, column free. The Los Angeles Convention Center has 3,450 parking spaces on-site. Under consideration is the addition of 150,000 to 200,000 square feet of exhibit space to replace the temporary exhibit space added for MAGIC show. The Los Angeles Sports Arena is located next to the 92,000 seat Memorial Coliseum. The Sports Arena has 16,000 seats and shares 6,000 parking spaces with the Coliseum. The Forum has 18,679 seats and is located in Inglewood. The Forum shares 3,500 parking spaces with the race track. Los Angeles has a primary market of 10,000,000 people.

E. Oakland

The recently opened Oakland Convention Center has 65,000 square feet with a main exhibit hall of 55,000 square feet. In connection with the center, there is a new 500 room Hyatt Regency Hotel and a 900 car garage. The Oakland Coliseum/Arena is one of the most successful arenas in the United States. The 14,269 seat arena has 10,000

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parking spaces which are shared with its 55,000 seat stadium. Oakland has a primary market of 6,000,000 people. No expansion is planned at this time.

F. San Francisco

The Moscone Convention Center, with its 260,000 square foot exhibit hall and meeting space, is the newest of the "giant" centers in California. With Brooks Hall some blocks away, there is now over 350,000 square feet of exhibit space available. As a cost cut in planning, a large portion of meeting room space was dropped from the original project. Construction is planned to start soon on new on-site meeting rooms. The Moscone Center now has a small parking lot across the street but it is planned for hotel construction. The Cow Palace, a W.P.A. project, for many years was the only arena in the San Francisco Bay Area until 1967. The Cow Palace has 14,706 seats with over 300,000 square feet of exhibit space scattered over a large area. There are 5,000 parking spaces on-site. There are no plans for expansion of any of the facilities. San Francisco's primary market is 6,000,000 people.

G. San Jose

San Jose built an exhibit hall of 30,000 square feet some years back to augment their auditorium. Due to its small size, odd shape, wood floor, and no support hotel rooms, it has had little success at drawing conventions. San Jose is now moving ahead with a new exhibit hall of 150,000 square feet with support meeting rooms, as well as new hotel rooms. Parking is limited and new parking facilities are planned for the new facilities. San Jose has a primary market of 1,500,000 people.

H. San Diego

Eventhough San Diego is one of the major convention cities in the western United States, it has a relatively small convention center. The San Diego Center has 62,666 square feet of exhibit space in two halls. The center has 1,200 parking spaces that are shared with City Hall and a commercial office tower. The San Diego Sports Arena is located outside the downtown area. It is city owned and leased to private parties. The arena has 14,585 seats, with 4,400 parking spaces on-site. San Diego has attempted, for the past several years, to build a new facility of 250,000 square feet in the downtown area, but so far without success. San Diego has a primary market of 1,800,000 people.

ARIZONA

A. Phoenix

The Phoenix Convention Center (completed in 1972 as a redevelopment project to help revitalize the downtown area) has an exhibit hall

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of 120,000 square feet with supporting meeting rooms. The center has 1,600 on-site parking spaces. After 10 years of operation, the need for expanded space was realized and construction of an 180,000 square foot exhibit hall expansion project is planned for this year. The Phoenix Coliseum, located on the Arizona State Fairgrounds, has 16,500 seats and 4,600 on-site parking spaces, shared with the fairgrounds and race track. Phoenix has a primary market of 1,500,000 people.

B. Tucson

Tucson's Convention Complex consists of a 32,000 square foot exhibit hall and a 9,600 seat arena, with the capability of utilizing the 20,000+ square feet on the arena floor in conjunction with the exhibit hall. There are 1,600 parking spaces on-site that are also used by the Music Hall and Little Theater. Tucson recently approved funds for a study on the expansion of up to 13,000 seats in the arena, and the addition of 100,000 square feet of exhibit hall space with meeting room support. Tucson's primary market area is 500,000 people.

NEVADA

A. Las Vegas

Las Vegas currently has the largest convention facility in the United States. With 850,000 square feet of exhibit space and 75 meeting rooms, it can handle any convention in the world. Along with its \$30,000,000+ income annually, it is under constant evaluation for expansion. The center also has a 7,400 seat arena. Las Vegas has a primary market area of 480,000 people.

B. Reno

Reno's two convention halls, which are connected, have a total of 195,000 square feet of exhibit space. One hall can be converted to a 6,478 seat arena. There are 2,000 parking spaces on-site. Reno has a primary market area of 342,000 people.

OREGON/WASHINGTON

A. Portland, Oregon

The Portland Memorial Coliseum Complex has 100,800 square feet of exhibit space with a main hall of 55,800 square feet. The arena seats 1,300, with parking for 2,200 on-site. Portland is now planning a 150,000 square foot exhibit hall expansion. Portland's primary market is 850,000 people.

B. Seattle, Washington

The Seattle Center has 220,000 square feet of space spread throughout a number of halls, the largest being 100,000 square feet.

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On site is a 6,100 seat arena and a 15,000 seat coliseum. There are 2,700 parking spaces on-site shared with theaters and commercial attractions. The Seattle King Dome has 153,000 square feet of exhibit space with a 30,000 seat arena setup and a 63,000 seat setup for football. There are 2,200 parking spaces on-site. Seattle is currently studying the feasibility of a new convention center -- size yet to be determined. The primary market in Seattle is 1,500,000 people.

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HOTEL CONVENTION CENTERS

Governmental convention centers in the 50,000 square foot size range are not only competing against like facilities, but also face stiff competition from major hotels which offer varied amounts of square footage for exhibit usage as well as the availability of hundreds of rooms under the same roof. Some of these facilities are:

A. SAN DIEGO

Hotel Del Coronado	686 rooms	36,460 sq. ft. ex. space
Town & Country Hotel	1,000 rooms	84,000 sq. ft. ex. space

B. SAN FRANCISCO

Hilton & Tower	1,700 rooms	45,433 sq. ft. ex. space
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C. LOS ANGELES

Century Plaza	800 rooms	44,400 sq. ft. ex. space
The Biltmore	1,022 rooms	45,150 sq. ft. ex. space
Westin Bonaventure	1,500 rooms	42,725 sq. ft. ex. space

D. ANAHEIM

Disneyland Hotel	1,100 rooms	67,670 sq. ft. ex. space
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E. PALM SPRINGS

Hilton Riviera Hotel	500 rooms	54,000 sq. ft. ex. space
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F. LAS VEGAS

Hilton Hotel	3,174 rooms	102,000 sq. ft. ex. space
MGM Hotel	2,900 rooms	60,000 sq. ft. ex. space
Riviera Hotel	1,200 rooms	50,000 sq. ft. ex. space
Caesar's Palace	1,736 rooms	40,000 sq. ft. ex. space

G. RENO

MGM Grand Hotel	2,000 rooms	45,000 sq. ft. ex. space
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## Sacramento Community Center Complex

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The Sacramento Community Center Complex must compete with all of the facilities on the West Coast that have 40,000 square feet of exhibit space or more.

The Sacramento Community/Convention Center has had tremendous success and has reached a point where available dates during certain times of the year are very difficult to find. As more centers open and others expand, the Sacramento Community Center's market share may decrease. In evaluating the potential market, we contacted the National Association of Exposition Managers and the Trade Show Bureau to find the exhibit market for Sacramento. It is currently estimated that there are over 9,000 trade shows held in this country each year, with the majority being in the 100 booth size, or less (25,000 square foot hall needed). This market strata also has the highest number of facilities that are capable of handling their shows. The market most cities are looking for is in the 200 to 500 booth strata and the number of cities that can handle this size goes down dramatically.

Sacramento, with its primary market of 670,000 and a potential market of over 1,000,000, is ideal for shows of 300+ booths. There are over 120 shows that have a potential of booking into Sacramento.

### Existing Facilities

Since the opening of the Sacramento Community/Convention Center in 1974, the combination of facilities in the Complex--Exhibit Hall, Activity Building, Theater, and Memorial Auditorium--has given the citizens of Sacramento a complete showcase.

In the last 10 years the squeeze has really been put on show managers and promoters. Show costs have escalated so rapidly that the profit lines have narrowed to the point that larger and larger facilities are needed to show a profit. Building and local costs have also escalated because of increased labor costs, utilities and maintenance costs. The facilities with 3,000 to 5,000 seats have felt this pressure more than the larger facilities because their costs, as a whole, are equal while the potential gross is less.

This is also true of show managers who must sell exhibit space plus have a gate charge in order to make a profit. The exhibit show manager must create enough traffic in the exhibit area to increase the demand for space sales. The cost of advertising continues to increase as does the cost of entertainment. Recently these two costs have grown faster than the amount that can be charged for booth space. The exhibit show manager is left with the only recourse of selling more space, and if it is not available in one facility, he must move to a larger one. Sacramento's space is reflected in EXHIBIT 2, pages 1-5.

In following the use patterns of the Community Center Complex, Sacramento is experiencing national trends where show managers and promoters must have larger space. In EXHIBIT 3 we see that the usage of the Exhibit Hall has had a steady growth, while the usage of Memorial Auditorium has decreased

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drastically. The only similarity of usage was with "rock concerts" in EXHIBIT 4. Rock concert promoters are finding it harder and harder to show a profit with Sacramento's limited indoor seating. The decline in "family shows" in Memorial Auditorium is attributed to the same problem in EXHIBIT 4.

Eventhough the Exhibit Hall shows a steady increase from 1977 to 1981, the loss of two major shows, due to space restrictions, put us in a decline in 1982 and 1983. We are anticipating a further decline as the other major exhibit shows outgrow the Exhibit Hall. Note EXHIBIT 5.

The loss of rock concerts as well as a decrease in the number of sporting events (EXHIBIT 4) had a direct effect on the Community Center's income (EXHIBITS 6 and 7). These areas of decrease not only affect the amount of rent, but also have a domino effect on box office income and concession income.

Projected Facility Needs

In reviewing the needs for the expansion of the Sacramento Community Center Complex and the concept of utilizing minimum space for maximum usage, the most logical concept would be a multi-purpose hall that would provide 65,000 to 75,000 square feet of exhibit space, and which could be converted to arena seating up to 14,000 or more. The concept of creating a multi-purpose facility and utilizing space to the best advantage is not a new one and has been done well in Reno Nevada, and in Orlando, Florida, where exhibit space can be converted with the use of telescopic risers. This type of multi-purpose use in Sacramento could utilize the facility approximately 200+ days per year. This type of utilization and potential usage, as shown in EXHIBIT 8, pages 1 and 2, does not take into consideration set-up, take-down or change-over days, or any type of professional franchise such as national basketball, hockey, or soccer. This type of utilization of a facility creates a facility that could be used year-round.

In looking at potential size for Community Center expansion, every area surrounding the Center was considered. From this preliminary report, it is logical to assume that additional exhibit space of 65,000 to 75,000 square feet of exhibit space is needed and seating capacity for 14,000+. To take advantage of existing facilities, the most logical area to supplement is the Exhibit Hall. All show managers insist that exhibit space not be separated by streets or other barriers that would interrupt patron traffic flow.

To utilize the existing power plant of the Community Center, the expansion could be attached to the east of the Exhibit Hall (abandon 14th Street between "J" and "K" Streets). A preliminary sketch provided in EXHIBIT 9 shows that such an expansion is possible. A very preliminary construction estimate is reflected in EXHIBIT 10.

Sacramento is in a unique situation with the Memorial Auditorium being part of the Community Center Complex. It would be considered poor economic

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planning to spend \$10,000,000 to \$12,000,000 on refurbishing an existing facility that would only have 4,000+ seats, when a new facility (the Community Center Theater) exists with 2,400+ seats. The separation of Memorial Auditorium from the rest of the facility makes it difficult to utilize it as a convention facility in conjunction with the main facilities of the Community Center Complex, and very difficult to use for exhibit space needs.

The loss of usage of the Memorial Auditorium deprives the Community Center of certain conventions that require large seating areas of 2,500+, while needing flat floor space for convention usage; i.e. Order of Eastern Star and the Shriners Convention.

With a new complex connected to the Community Center Exhibit Hall, there would be great cost savings from:

1. Minimal increase of staff.
2. No expansion of kitchen.
3. Limited new equipment needed.
4. Limited new heating and cooling equipment needs.
5. Utility costs would increase little over present usage.

With the exception of two centers out of ten contacted, all faced problems with how to fund their expansion plans. Escalated construction costs have led most cities to seek some sort of creative financing. These creative financing plans are as varied as the number of facilities planning for expansion. The growth in the transient occupancy tax being the base for most expansion plans.

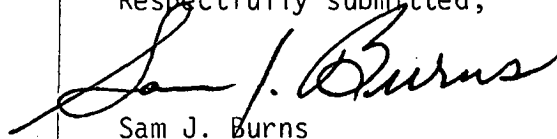
None of the cities contacted planned a multi-purpose facility, which would enhance their income capabilities; therefore, no clear-cut funding precedent was established. The potential usage and income from a new multiple use facility could offset the operating costs if properly planned. The type of activities that would be brought to the Sacramento area would satisfy almost every segment of the community. A further study of Sacramento's funding sources is necessary.

RECOMMENDATION

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It is recommended that the City Council approve, in concept, an exhibit hall/arena expansion, and direct the staff to prepare a proposal to retain consultant assistance to implement their project.

Respectfully submitted,



Sam J. Burns  
Community Center Director

Recommendation Approved:



Walter J. Slipe, City Manager

SJB/bjp/cat  
Attachments

October 4, 1983  
District 1



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SACRAMENTO CONVENTION & VISITORS BUREAU

CONVENTIONS

<u>Year</u>	<u>No. of Conv.</u>	<u>State</u>	<u>Reg'l.</u>	<u>Nat'l.</u>	<u>No. of Delegates</u>	<u>No. of Delegate Days</u>	<u>Financial Impact to Community</u>
1979	389	341	39	19	123,000	430,000	\$112.875 million
1980	432	367	43	22	136,000	477,360	\$125 "
1981	478	402	51	25	145,000	509,000	\$133.6 "
1982	514	432	56	26	160,000	560,000	\$147 "
1983*	560	448	84	28	175,000	612,000	\$160.5 "
1984*	610	451	110	49	183,142	641,000	\$171.875 "
1985*	695	479	146	70	200,571	702,000	\$196.5 "
1986*	750	479	173	98	211,142	739,000	\$218 "

TOURISM

<u>Year</u>	<u>No. of Tourists</u>	<u>Financial Impact to Community</u>
1979	\$ 6.3 million	\$126 million
1980	\$ 7.25 "	\$145 "
1981	\$ 7.98 "	\$159.6 "
1982	\$ 9.2 "	\$184 "
1983*	\$10.1 "	\$202 "
1984*	\$11.1 "	\$222 "
1985*	\$12.2 "	\$244 "
1986*	\$13.4 "	\$268 "

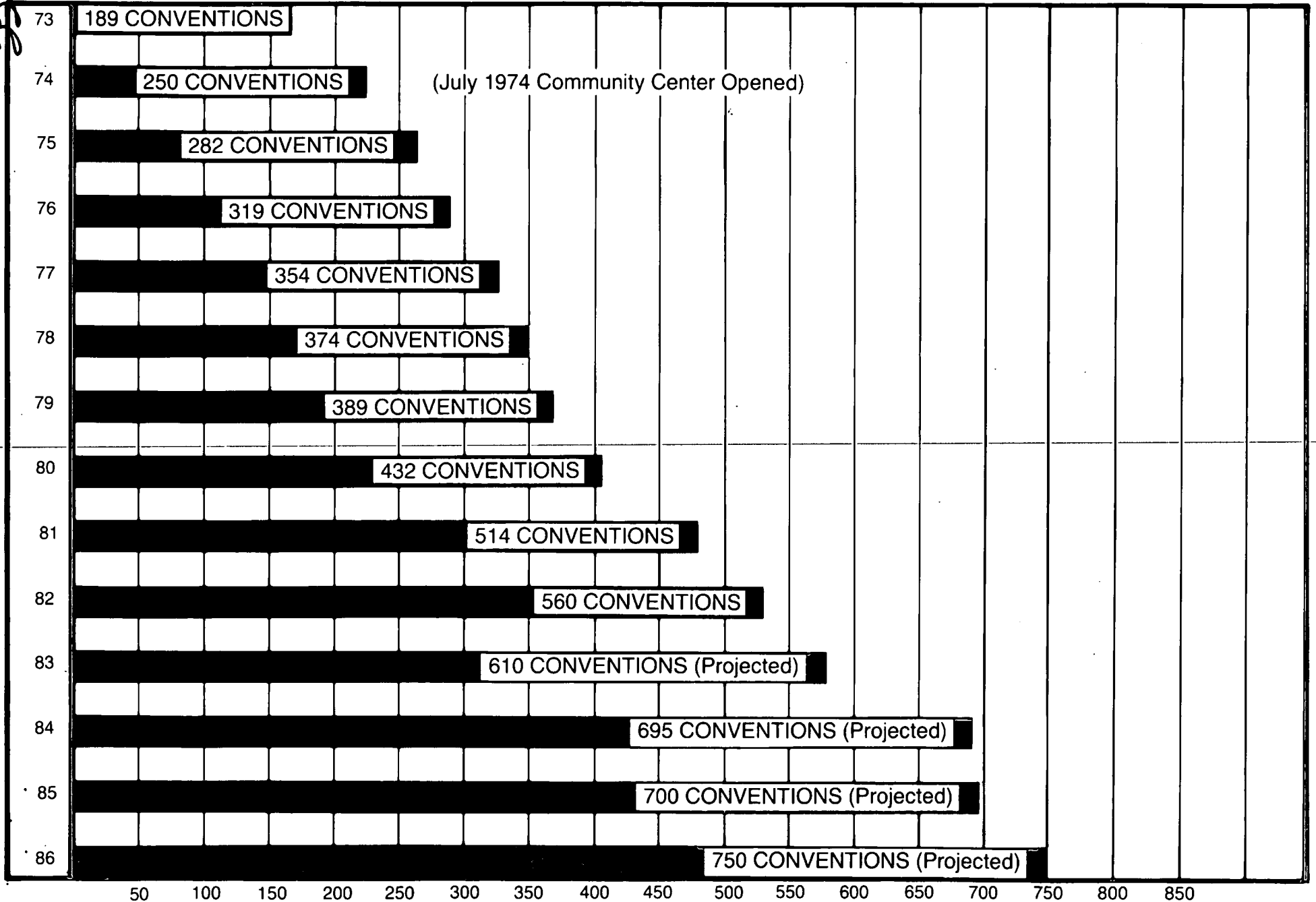
\* Estimated

1311 " I " STREET SACRAMENTO, CA 95814 (916) 442-5542



# 10 YEAR HISTORY OF CONVENTIONS IN SACRAMENTO AREA

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TRANSIENT OCCUPANCY TAX  
QUARTERLY FIGURES

<u>F. Y.</u>	<u>1st Quarter</u>	<u>2nd Quarter</u>	<u>3rd Quarter</u>	<u>4th Quarter</u>	<u>Totals</u>
1974-75	\$105,158	\$142,311	\$125,053	\$173,889	\$546,411
1975-76	168,505	146,817	159,404	189,165	663,891
1976-77	225,584	186,276	227,206	253,687	892,753
1977-78	255,640	235,569	245,767	272,182	1,009,157
1978-79	305,984	463,438	332,977	511,578	1,613,977
1979-80	530,149	501,779	581,088	655,812	2,268,828
1980-81	604,121	529,671	626,519	766,455	2,526,766
1981-82	727,713	604,958	749,954	722,994	2,805,619
1982-83	832,113	594,188	721,879	842,004	2,990,184

Dates T.O. Rate Charged:

9-1-68	5%
7-1-74	6%
8-1-76	7%
7-1-78	10%

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# EXHIBIT HALL

## EQUIPMENT

Building gives total flexibility by overhead and in-floor utilities, special lighting, direct truck loading area, automatic unloading equipment, storage and dressing rooms, first aid room, ticket booths, refreshment bars, public address system with reinforced progressive sound, telephone booths and catering facilities.

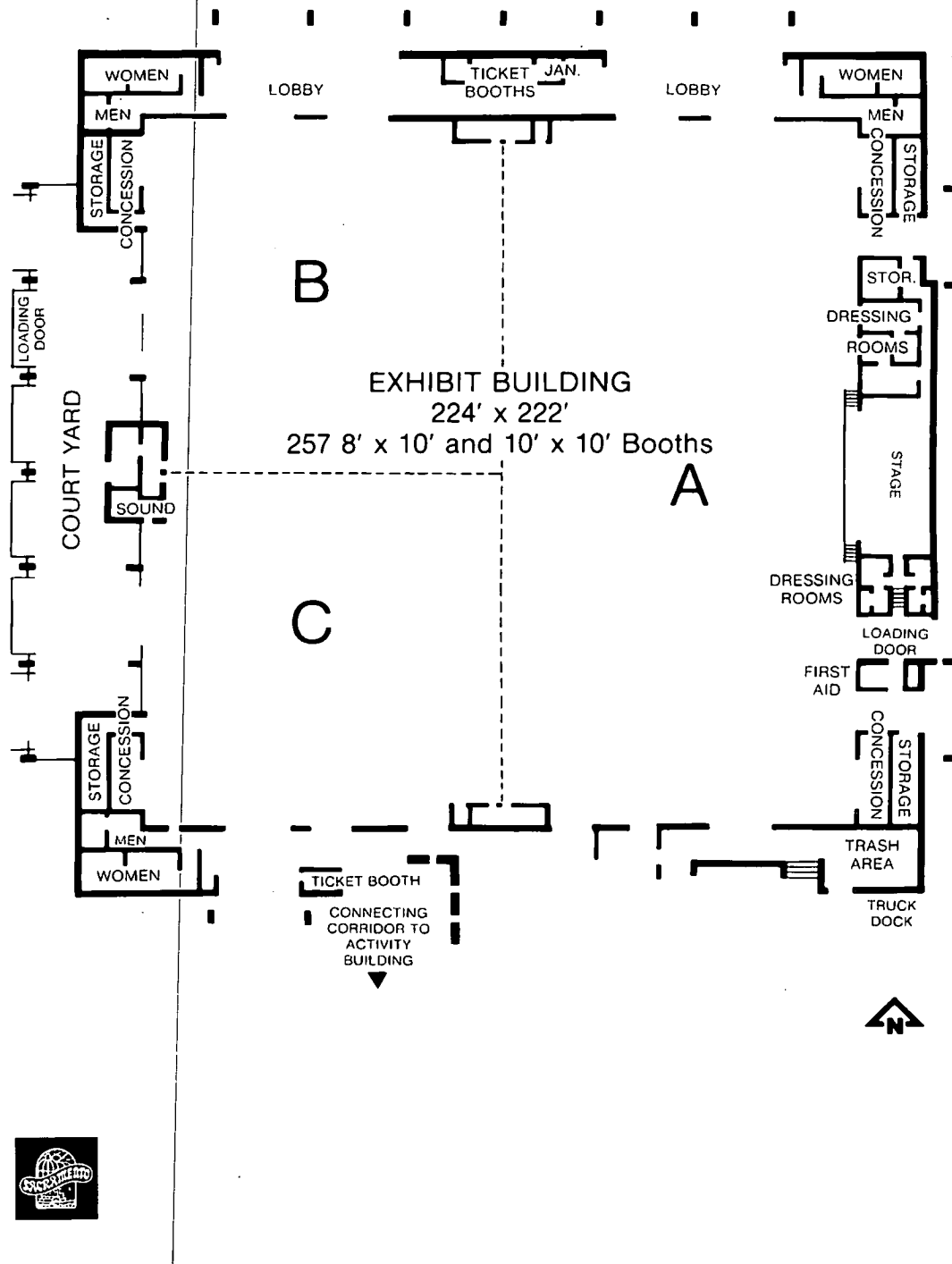
## EXTRA FACILITIES

Large lobbies, restrooms, lounge, air conditioning and heating throughout (including lobbies and corridors), a 49' x 27' stage with 40' x 14' proscenium arch. Ceiling height: Vertical clearance to truss bottom chord — 20', to top of truss — 38' ceiling.

Floor load capacity: 400 lbs. per sq. ft., 6,000 lbs. wheel load. Loading and unloading: Door (13.5' wide by 17' high) allows for direct access to exhibit floor by over-the-road hauler; 57.5' loading dock equipped with hydraulic-powered, adjustable load levelers.

## UTILITIES

Electric power of 120, 208 and 480-volt, single and three-phase. Current supplied from overhead to step-down power reducing carts . . . similar electric outlets on each wall of exhibit area. Plumbing: Hot and cold water, gas, drainage and compressed air from floor ducts and side walls of Exhibit Hall.



Room	Sq. Ft.	Sq. Meters	Dimensions (ft.)	Dimensions (Meters)	Ceiling Height	(Meters) Ceiling Height	Theater Style	School-room	Dining Round	Dining Rect.
Exhibit Hall	50,000	4,645.0	220' x 220'	67.0 x 67.0	20'	6.0	6500	2900	3200	5000
Hall A	25,000	2,322.5	220' x 110'	67.0 x 33.5	20'	6.0	3000	1500	1600	2233
Hall B	12,500	1,161.2	110' x 110'	33.5 x 33.5	20'	6.0	1500	800	830	1110
Hall C	12,500	1,161.2	110' x 110'	33.5 x 33.5	20'	6.0	1500	800	830	1110

° Functional Dimensions

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## ACTIVITY BUILDING

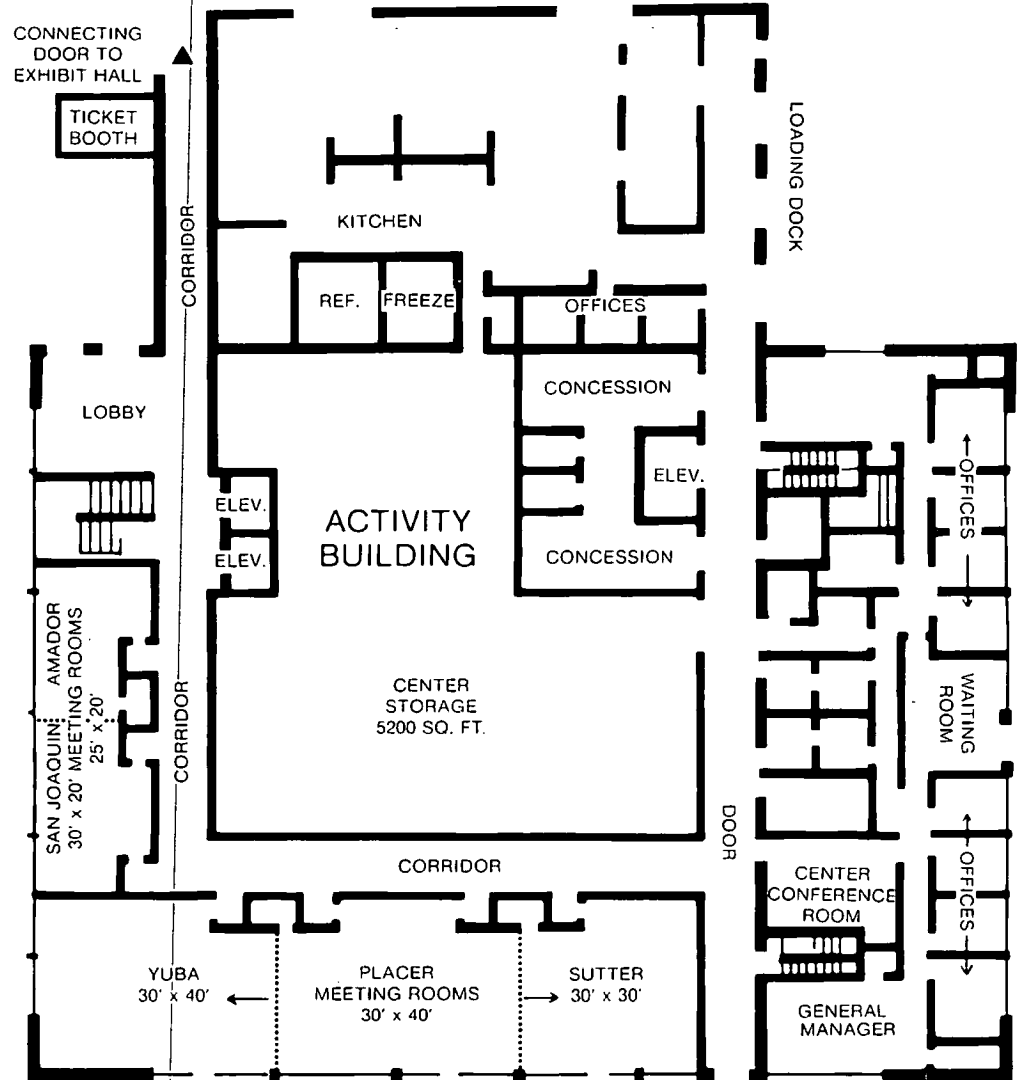
The Activity Building, connected by a hallway to the Exhibit Hall, provides ten carpeted meeting rooms on two floors. Seating capabilities range from 40 to 1,500 for meetings, and from 24 to 1,000 for dining. All rooms have individually controlled lighting and sound systems. As exhibit space, the Activity Building with 15' ceilings on the second and 9' ceilings on the first floor, will handle a total of 211 10' x 10' booths. Each room is comfortable and attractive for use as meeting space or a dining experience.

On-site food preparation is done in the large kitchen, which is equipped to handle menus of any desired degree of sophistication for either banquets or receptions. Full service bars are available as needed.



The Activities Building has two floors.

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FIRST FLOOR PLAN



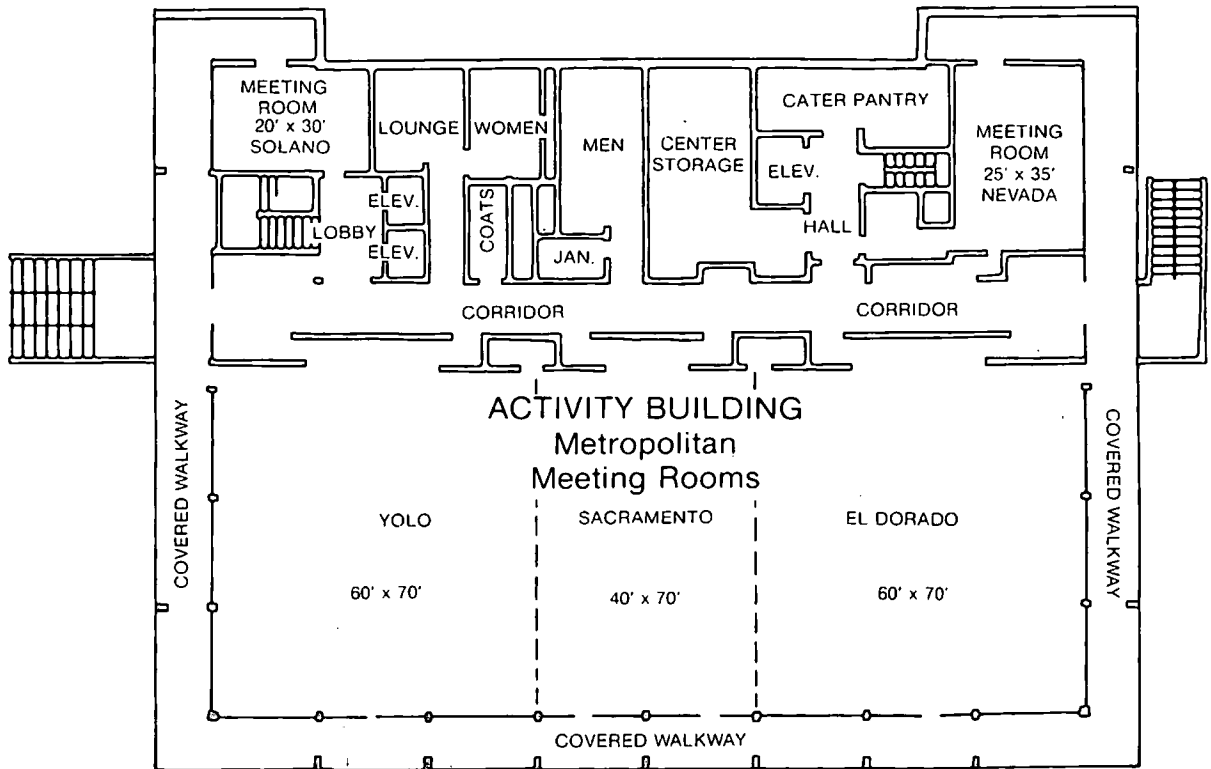
Room	Sq.Ft.	Sq.Meters	Dimensions (Ft.)	Dimensions (Meters)	Ceiling Height	(Meters) Ceiling Height	Theater Style	School-room	Dining Round	Dining Rect.
Amador	500	46.4	25' x 13'	7.6 x 3.9	9'	2.7	40	16	24	32
San Joaquin	600	55.7	30' x 13'	9.1 x 3.9	9'	2.7	50	20	32	48
Yuba	1,200	111.4	39' x 23'	11.8 x 8.5	9'	2.7	120	40	72	96
Placer	1,200	111.4	40' x 23'	12.1 x 7.0	9'	2.7	120	40	64	96
Sutter	900	83.6	30' x 23'	9.1 x 7.0	9'	2.7	80	32	48	72



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## ACTIVITY BUILDING

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2nd FLOOR



Room	Sq.Ft.	Sq.Meters	Dimensions (Ft.)	Dimensions (Meters)	Ceiling Height	(Meters) Ceiling Height	Theater Style	School-room	Dining Round	Dining Rect.
Solano	600	55.7	30' x 20'	9.1 x 6.0	12'	3.6	65	28	48	56
Nevada	875	81.2	35' x 25'	10.6 x 7.6	12'	3.6	90	32	48	72
Metro	11,200	1,040.4	154' x 62'	46.9 x 18.8	15'	4.5	1500	576	816	1000
Yolo	4,200	390.1	62' x 58'	18.8 x 17.6	15'	4.5	540	224	288	432
Sacramento	2,800	260.1	62' x 39'	18.8 x 11.8	15'	4.5	300	144	192	256
El Dorado	4,200	390.1	62' x 58'	18.8 x 17.6	15'	4.5	540	224	288	432

\* Functional Dimensions



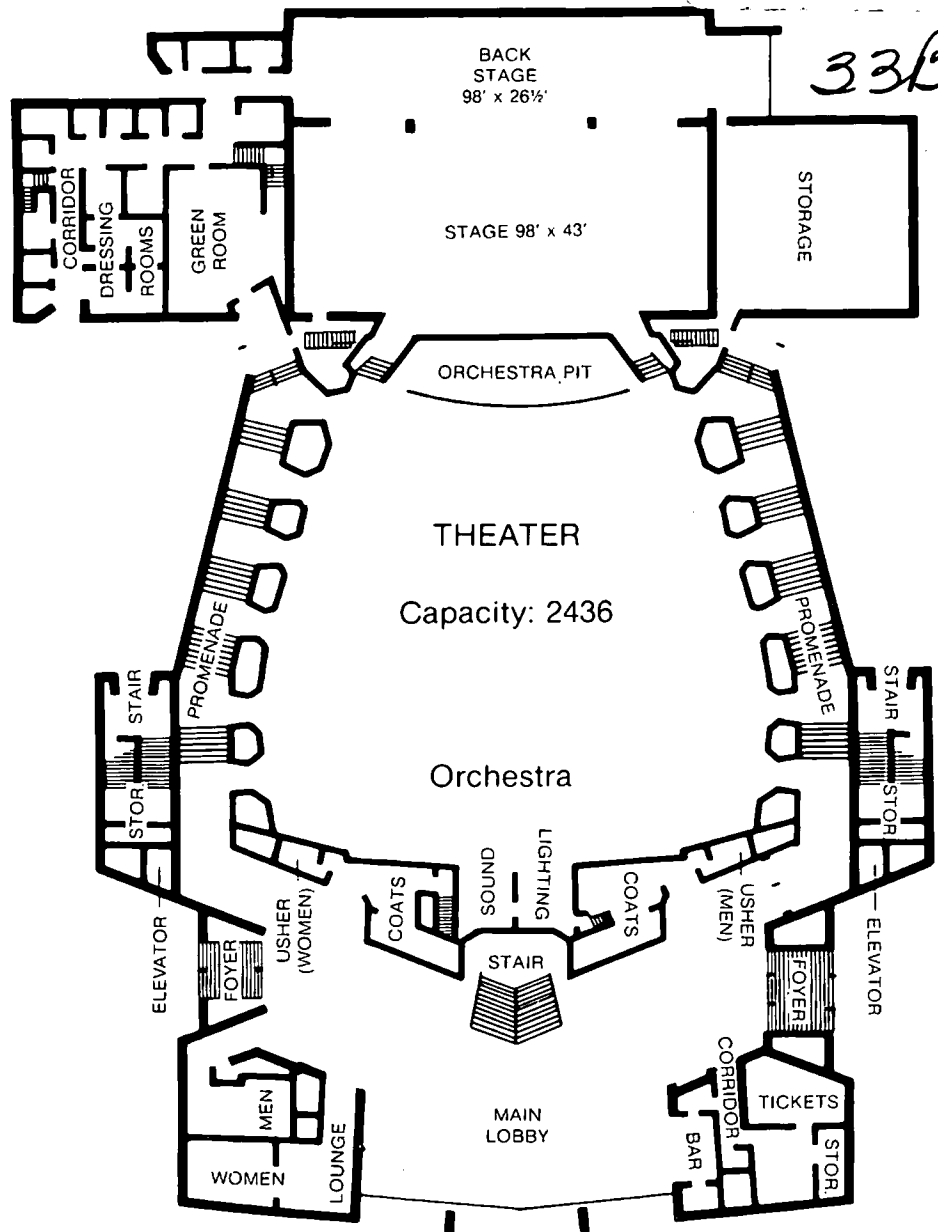
# 3

## THEATER

The Convention Center Theater has a seating capacity of 2,436 persons. The Theater is outstanding in its complete flexibility of acoustics, lighting, and staging. It is capable of accommodating with equal ease, opera, Broadway productions, concerts requiring electrical amplification, and symphony concerts which require natural acoustics as well as an acoustical shell enclosing the orchestra. The stage, 96' wide and 98' deep, is framed by a proscenium 56' wide and 34' high. Ten star and principal performers' dressing rooms are available at stage right with chorus rooms found on the mezzanine level. The hydraulically operated orchestra pit can be positioned to provide audience seating for 72.



33B



FIRST FLOOR PLAN



### CAPACITY

Seats a total of 2436 persons.  
Orchestra seats 1528, plus 22 wheelchairs.  
Continental-style seating.  
Lower balcony seats 379, plus 8 wheelchairs.  
Upper balcony seats 491, plus 8 wheelchairs.

### BACKSTAGE

Dressing rooms, orchestra lift, direct loading. Special lift to take costume trunks to dressing rooms from loading dock. Green room accommodates up to 75 people.

### EQUIPMENT

54-line stage with 56' x 34' proscenium arch, full lighting, curtains, projection booth.

### LOBBY

Large formal lobby, five easily divisible ticket booths and a counting room, first aid room, ample restrooms, passenger elevator.

### LOADING AND UNLOADING

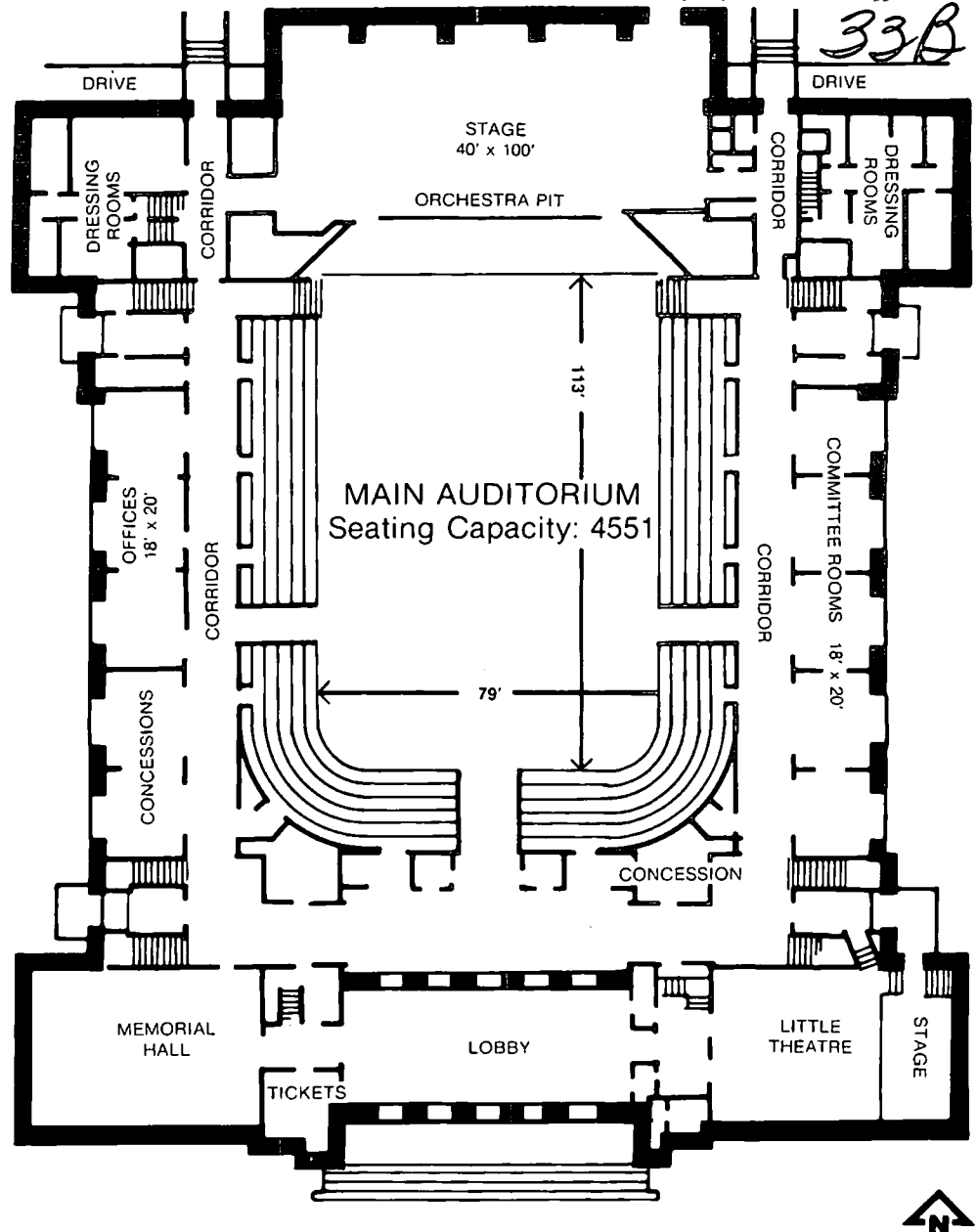
Automatic loading equipment, direct loading dock, off-street access to Theater for largest rigs.

33B

# 4 MEMORIAL AUDITORIUM

A venerable landmark built in 1926 and located just one block from the Sacramento Community Convention Center, offers facilities for a wide range of occasions with a total capacity of 4,551. The building converts to a sports arena (full basketball court), or a ballroom (dance floor 113' x 79'), and has a proscenium stage 100' wide by 40' deep. The building also contains Memorial Hall with a capacity of 325 for meetings, the Little Theater with 295 fixed seats and a small proscenium stage, and six 18' x 20' meeting rooms.

The main floor is hydraulic and can be changed from a flat floor arena setup to a sloped theater-style arrangement in ten minutes.



## CAPACITY

Seats a total of 4551 persons.  
Orchestra seats 1320.  
Dress Circle (main floor) 843.  
Lower Balcony 688.  
Upper Balcony 1700.  
Wheelchair access on main floor.

## BACKSTAGE

21 dressing rooms available all equipped with dressing table and mirrors. Freight elevator accessible to basement. Direct loading to stage level. Electrical service is 3-phase at 400 amps/leg, 208V, single phase 400 amps, 208V.

## EQUIPMENT

55 line stage.  
56' x 37' proscenium arch. Full lighting, curtains, projection booth, 2 super trooper follow spots. Boxing ring and basketball standards available.

## ADDITIONAL FEATURES

Complete food and beverage service is available. Concession stands are located on 1st and 2nd floor. The main foyer provides ticket booths. Ample restrooms and telephones.

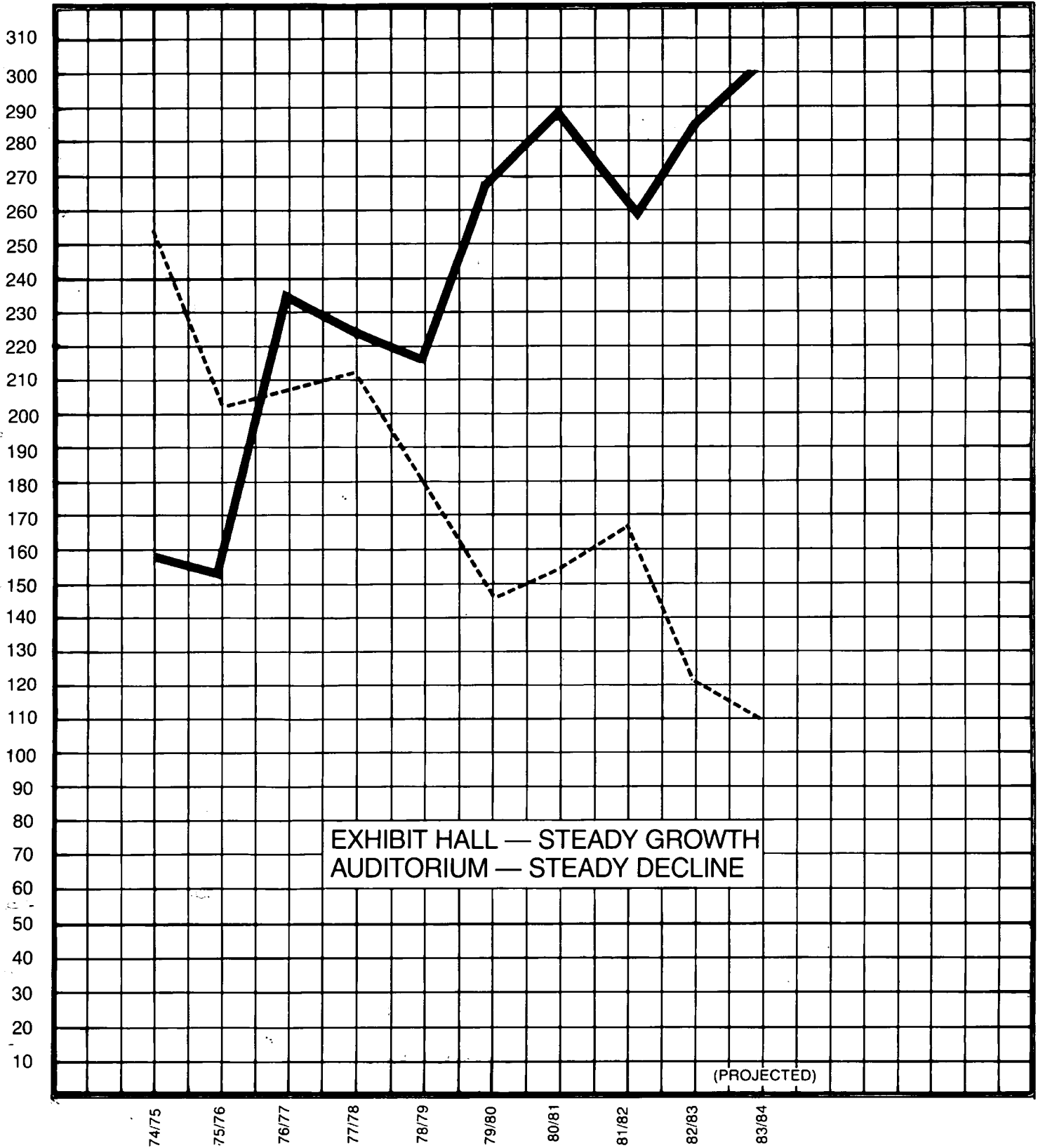
\* Functional Dimensions



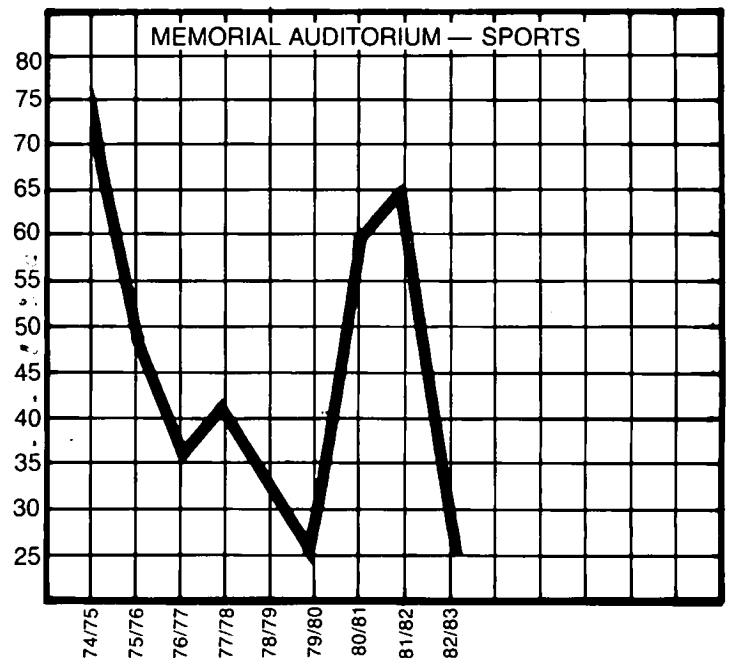
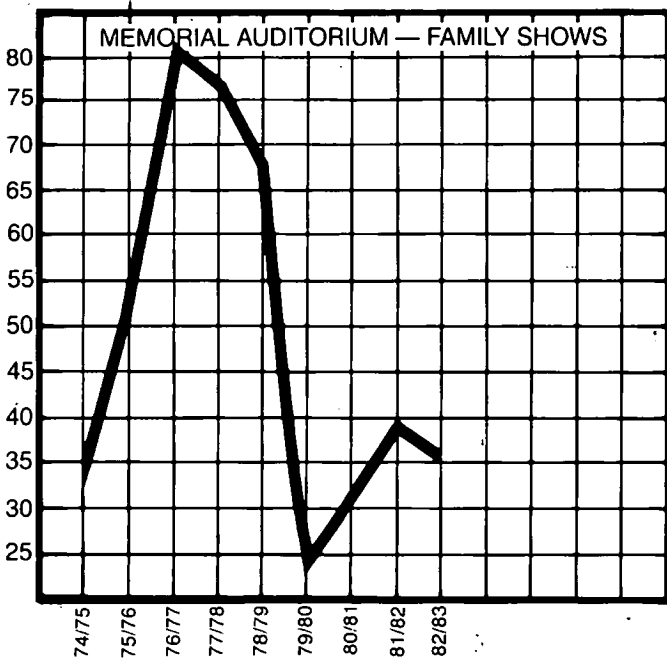
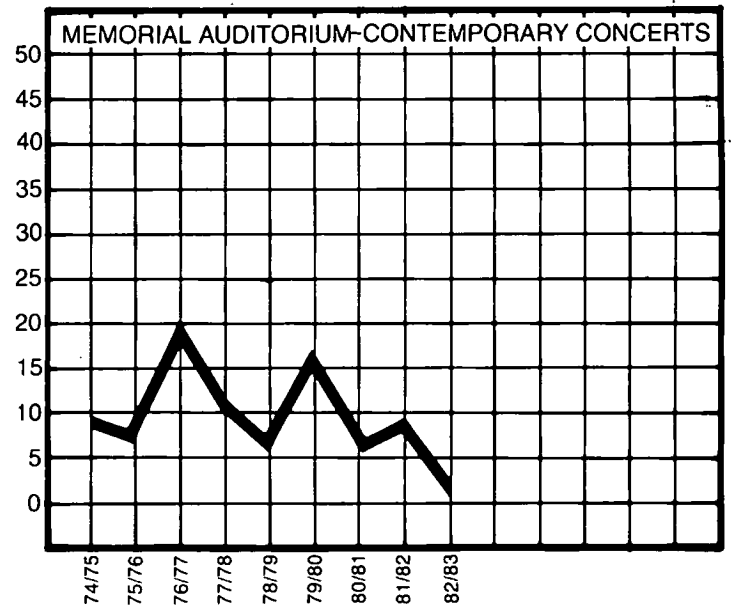
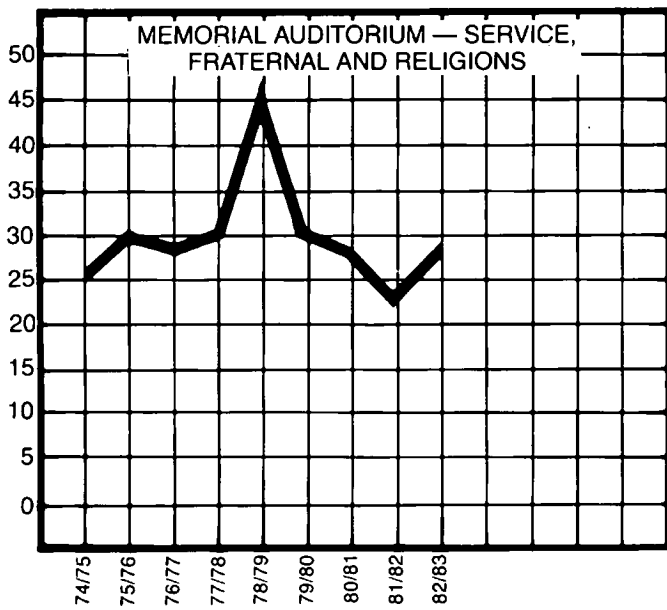
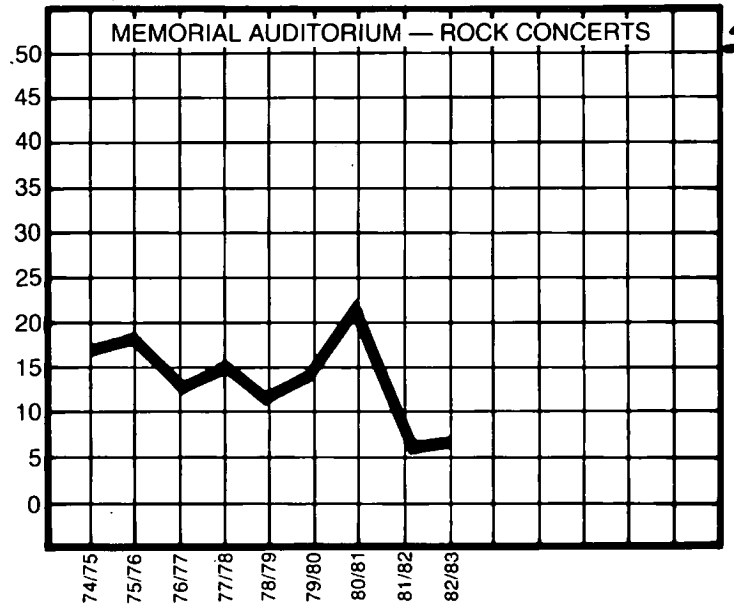
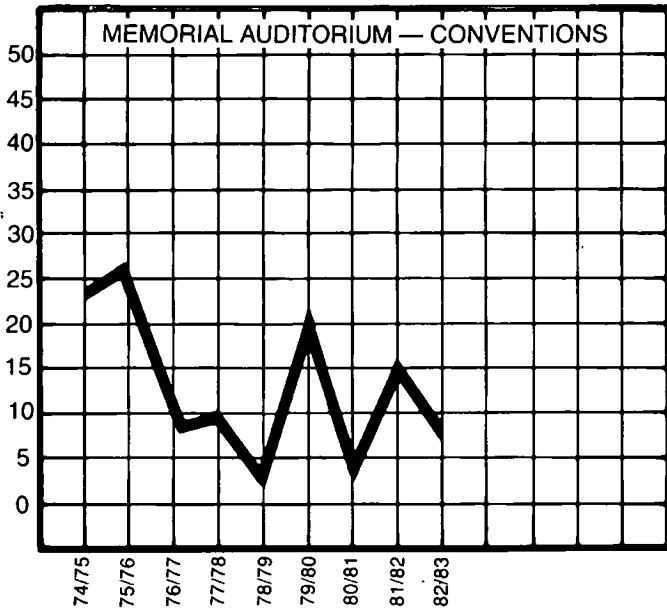
9 YEAR USAGE  
EXHIBIT HALL AND MEMORIAL  
AUDITORIUM

Exhibit 3

33B

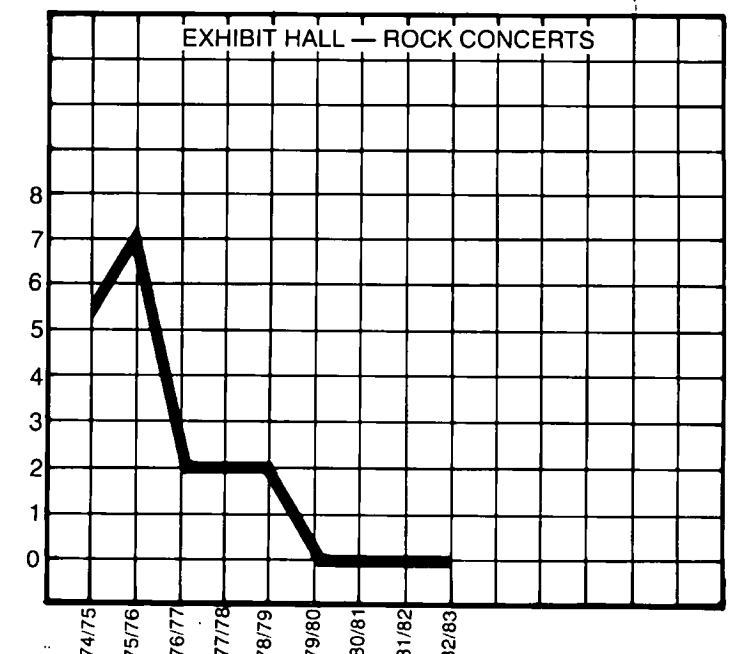
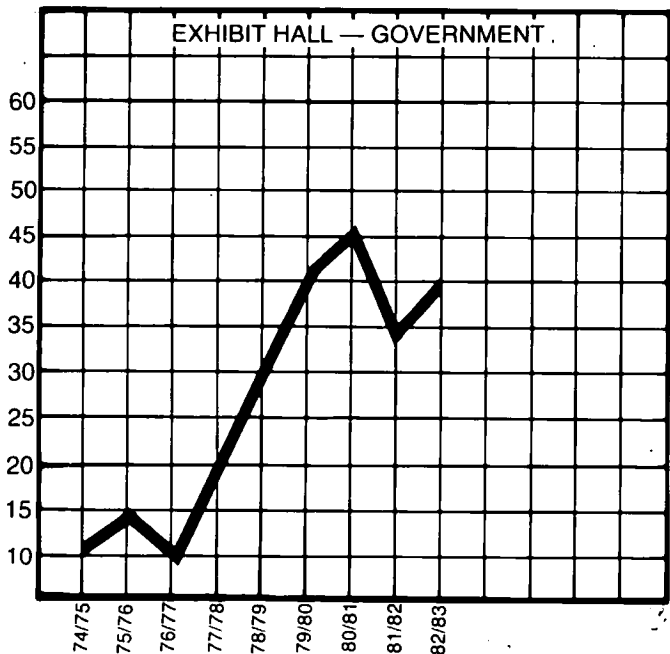
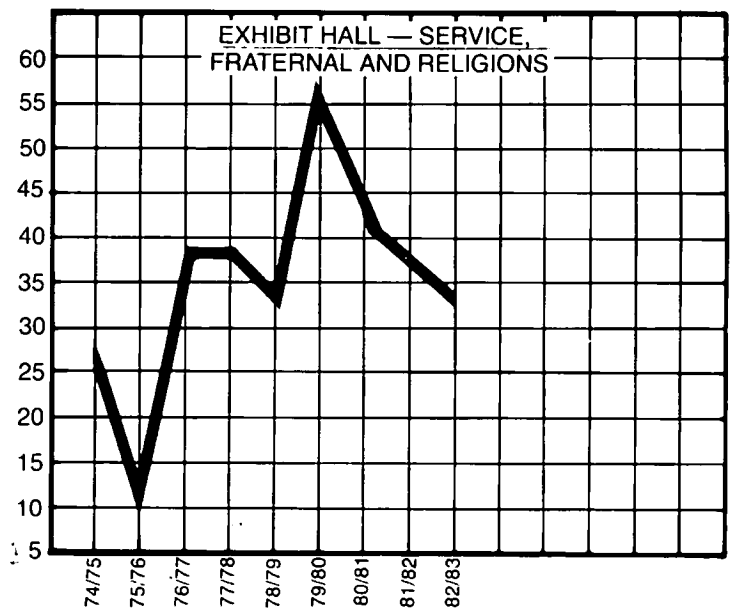
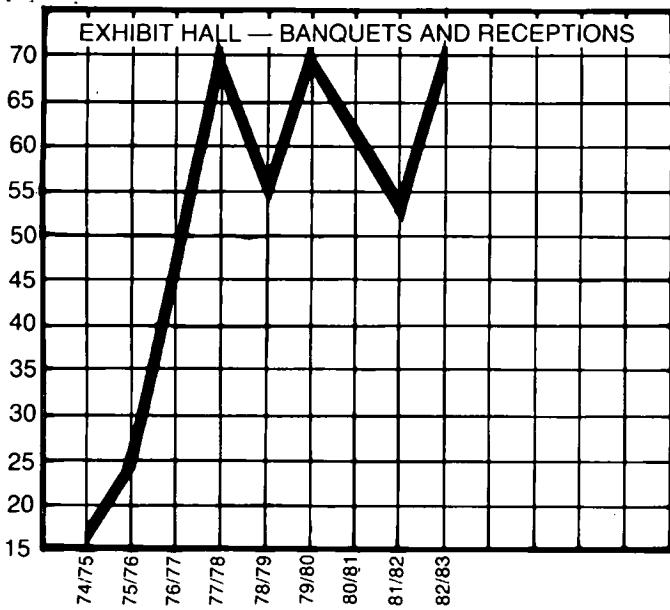
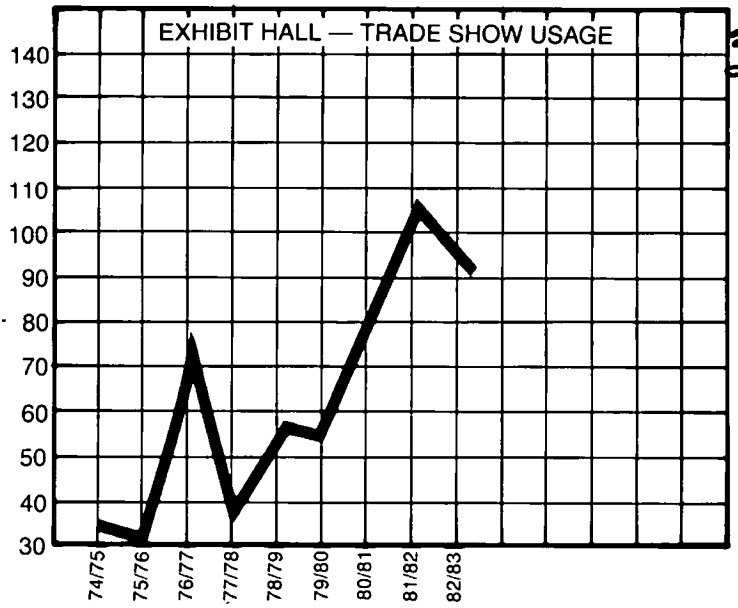
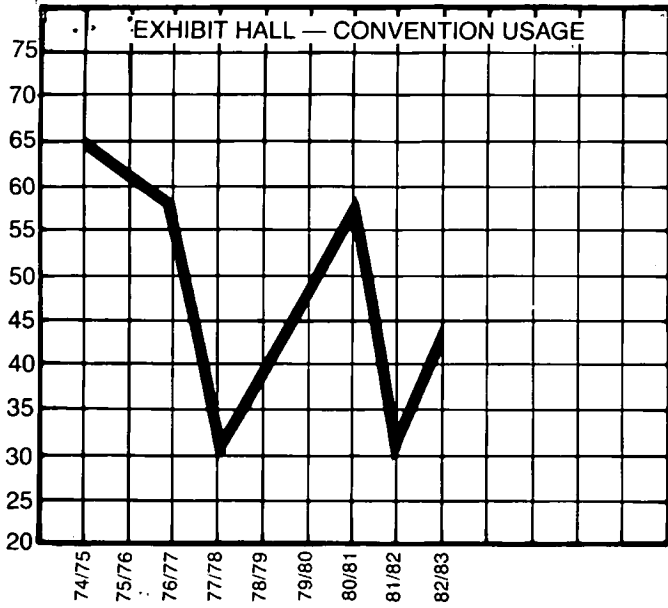


33B



# Exhibit 5

330



33B

SACRAMENTO COMMUNITY CENTER  
ATTENDANCE & GROSS TICKET SALES

July 1974 - June 1983

<u>Year</u>	<u>Attendance</u>	<u>Ticket Sales</u>
1974-75	903,888	\$1,807,732
1975-76	874,038	1,838,238
1976-77	939,843	2,350,120
1977-78	836,573	2,647,840
1978-79	804,749	2,401,313
1979-80	843,752	2,009,920
1980-81	866,424	3,029,605
1981-82	904,884	3,730,745
1982-83	<u>845,714</u>	<u>2,663,718</u>
TOTALS	<u>7,819,865</u>	<u>\$22,470,231</u>

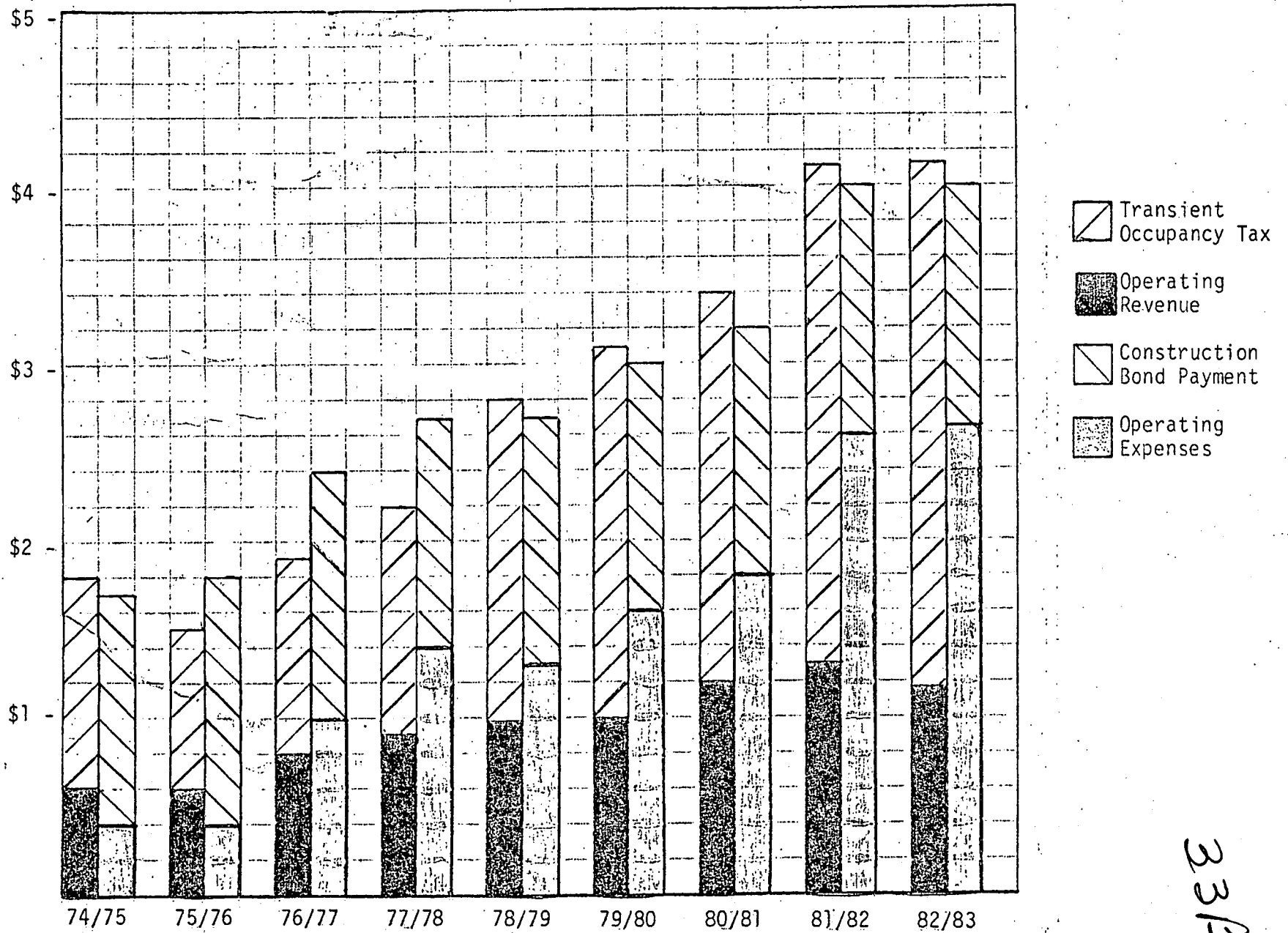


Sacramento Community Center

REVENUES AND EXPENSES  
74/75 - 82/83 F.Y.

EXHIBIT 7

(\$ Shown in Millions)



33B

33B

POTENTIAL USAGE & INCOME

<u>A</u> Name of Event	<u>B</u> Number of Events	<u>C</u> Gross	<u>D</u> Attend.	<u>E</u> Rent	<u>F</u> B.O.	<u>G</u> Conc.	TOTAL, E, F, G
Ice Shows	24	\$1,200,000	192,000	\$120,000	\$36,000	\$75,000	\$231,000
Rock Concerts	15	2,500,000	210,000	250,000	125,000	80,000	455,000
Circus	14	900,000	126,000	90,000	30,000	30,000	150,000
Boxing	12	1,800,000	120,000	180,000	60,000	90,000	330,000
Country/Western Concerts	6	600,000	60,000	60,000	20,000	25,000	105,000
Tennis	5	750,000	50,000	75,000	25,000	25,000	125,000
Pop Concerts	10	1,500,000	100,000	150,000	50,000	40,000	240,000
Exhibit Shows	45	675,000	225,000	270,000	30,000	45,000	345,000
College Basketball	10	-	50,000	15,000	5,000	10,000	30,000
High School Basket- ball	6	-	30,000	9,000	3,000	6,000	18,000
Meetings	6	-	30,000	9,000	-	-	9,000
Festivals	6	-	30,000	9,000	-	-	9,000
Conventions	60	-	300,000	100,000	-	50,000	150,000
<u>TOTALS:</u>	<u>219</u>	<u>\$9,925,000</u>	<u>\$1,523,000</u>	<u>\$1,337,000</u>	<u>\$384,000</u>	<u>\$476,000</u>	<u>\$2,197,000</u>
	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>	<u>G</u>	

NBA  
HOCKEY  
SOCCER

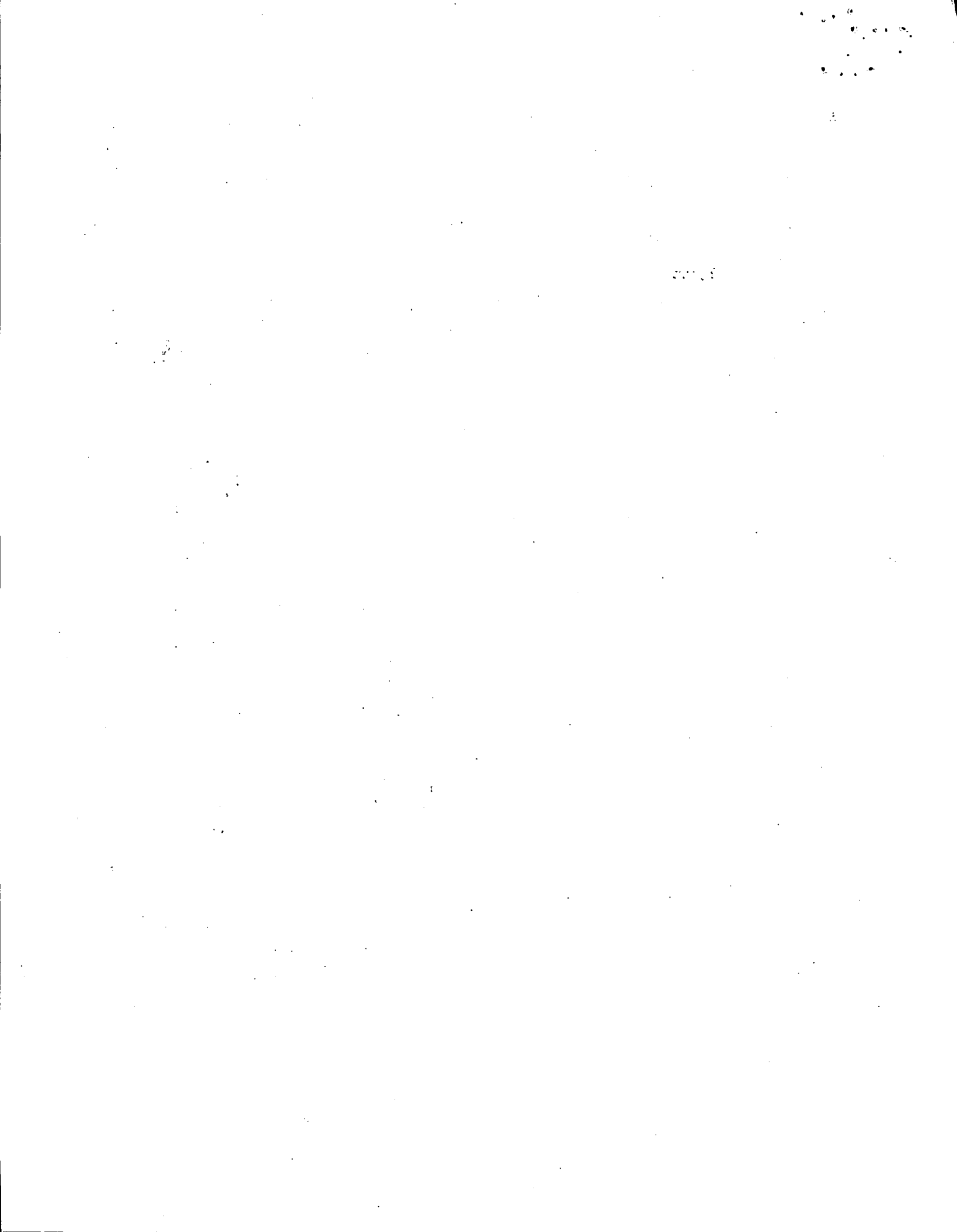
33B

<u>Fiscal Year</u>	<u>Transient Occupancy Tax</u>	<u>Income Building</u>	<u>Expenditures</u>	=	<u>Fund Balance</u>
1981-82	2,805,620	1,313,095	3,977,394		141,321
1982-83	2,990,184	1,187,905*	4,039,438		138,651
1983-84	3,289,202	1,444,405	4,677,811		55,796
1984-85	3,618,122	1,588,844	4,828,833		378,133
1985-86	3,979,934	1,747,729	5,135,616		592,047
1986-87	5,940,922**	2,922,502***	5,974,177		2,889,247
1987-88	6,535,091	3,214,752	6,346,595		3,403,248
1988-89	7,188,600	3,536,227	6,756,255		3,968,572
1989-90	7,907,460	3,889,850	6,856,880		4,940,430

\* Lost Admission Tax to General Fund

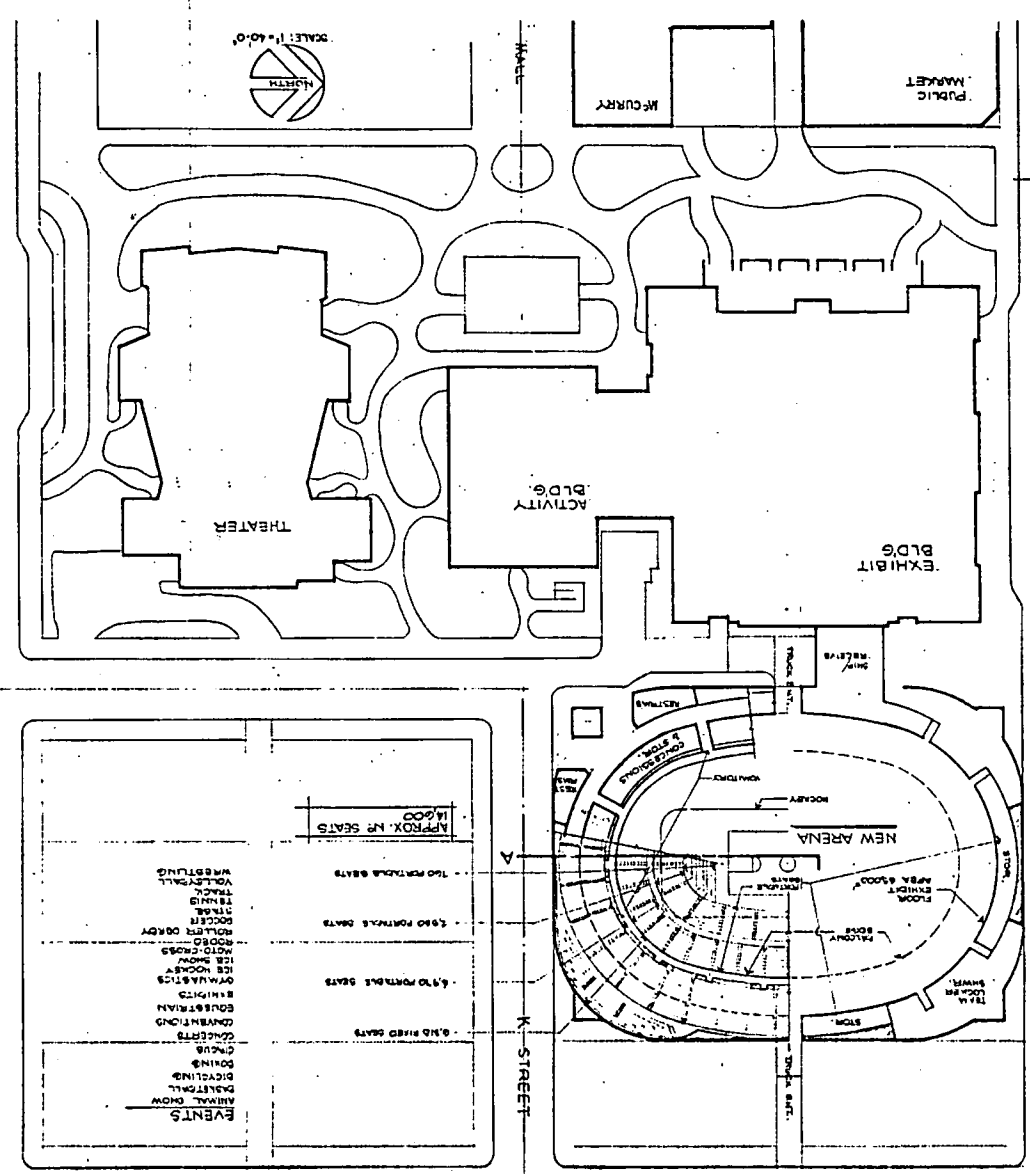
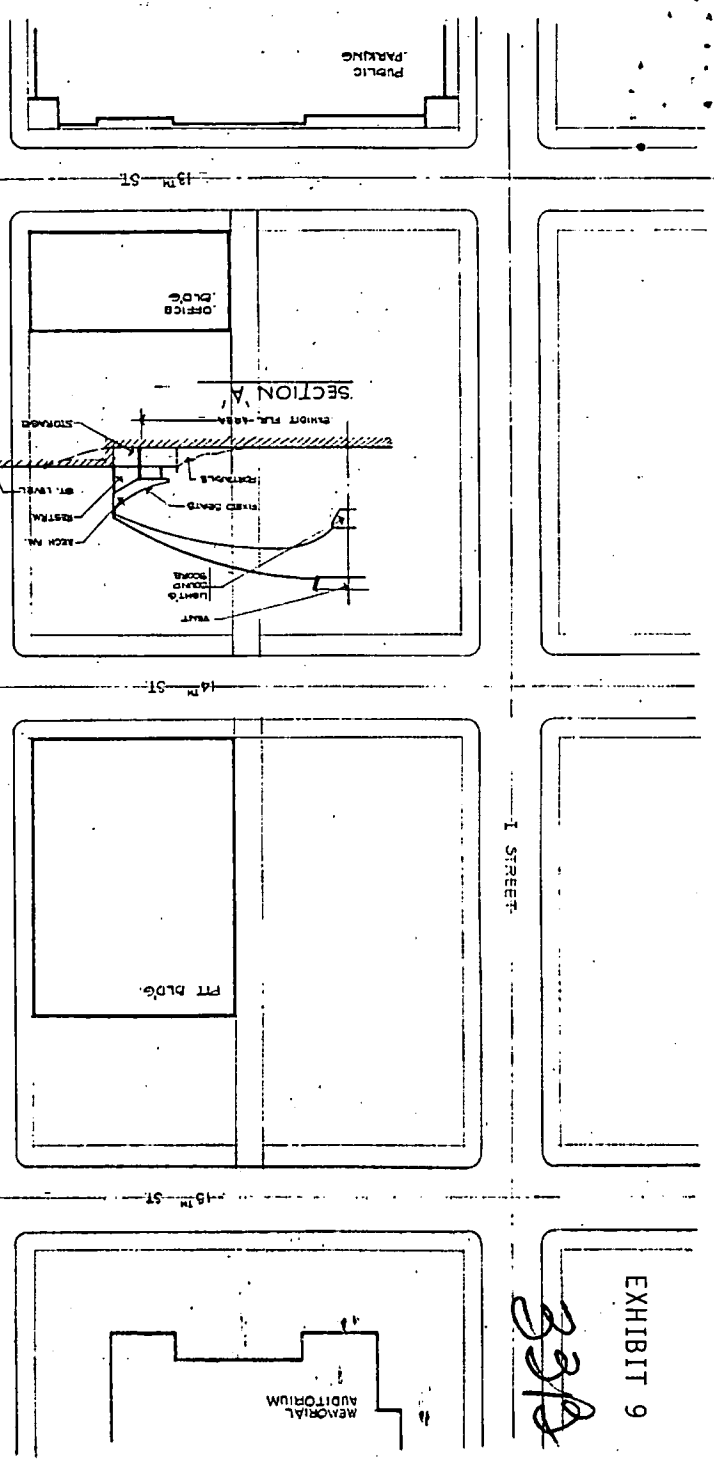
\*\* New Community Center Opens

\*\*\* New Exhibit Hall/Arena Opens





237A



EVENTS	APPROX. NO SEATS
AMPHITHEATRE	10,000
THEATER	100 PORTABLE SEATS
CONCERTS	5,000 PORTABLE SEATS
EXHIBITS	4,500 PORTABLE SEATS
CONVENTIONS	2,000 PORTABLE SEATS
OFFICE	1,000 PORTABLE SEATS
RESTROOMS	1,000 PORTABLE SEATS
STAIRS	1,000 PORTABLE SEATS
MECHANICAL	1,000 PORTABLE SEATS
ELECTRICAL	1,000 PORTABLE SEATS
PLUMBING	1,000 PORTABLE SEATS
HVAC	1,000 PORTABLE SEATS
FIRE ALARMS	1,000 PORTABLE SEATS
SPEAKERS	1,000 PORTABLE SEATS
LIGHTS	1,000 PORTABLE SEATS
SOUND	1,000 PORTABLE SEATS
CLOCK	1,000 PORTABLE SEATS
SWITCH	1,000 PORTABLE SEATS

POTENTIAL SITING OF EXHIBIT HALL/ARENA EXPANSION

DATE: July, 20 1980  
 DRAWN BY: G. CHALCO  
 SCALE: 1" = 40'-0"



100

100

33B

SACRAMENTO COMMUNITY CENTER

ESTIMATE OF PROBABLE CONSTRUCTION COST  
(Based on March 1983 Construction Cost)

I. EXHIBIT HALL/ARENA EXPANSION \$11,765,140

A. Site Development \$2,131,340

1. Demolition - J Street		
43,200 s.f. @ \$1.50	\$	64,800
2. Demolition - 14th Street		
29,200 s.f. @ \$2.75	\$	80,300
3. Demolition - Other		
18,700 s.f. @ \$2.25	\$	42,075
4. Demolition - Other		
34,500 s.f. @ \$1.50	\$	51,750
5. Remove Street Paving		
38,400 s.f. @ \$.50	\$	19,200
6. Remove Curb & Gutter		
1,200 l.f. @ \$4.00	\$	4,800
7. Remove Sidewalks		
10,700 s.f. @ \$.60	\$	6,420
8. Street Paving		
34,000 s.f. @ \$1.25	\$	42,500
9. New Curb & Gutter		
1,200 l.f. @ \$10.00	\$	12,000
10. New Sidewalks		
8,300 s.f. @ \$1.65	\$	13,695
11. Utilities - Mechanical	\$	100,000
12. Utilities - Electrical	\$	750,000
13. Utilities - Telephone	\$	750,000
14. Contingency @ 10%	\$	193,800

B. Exhibit Hall/Arena Expansion  
(includ. support & connecting areas) \$9,633,800

1. General Work		
94,800 s.f. @ \$60.00	\$5,688,000	
2. Mechanical Work	\$1,900,000	
3. Electrical Work	\$1,170,000	
4. Contingency @ 10%	\$ 875,800	

ESTIMATE OF PROBABLE CONSTRUCTION COST

Estimated construction cost