



**SACRAMENTO
COMMUNITY/CONVENTION CENTER**

YEAR 7

ANNUAL REPORT

JULY 1, 1980-JUNE 30, 1981

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SACRAMENTO COMMUNITY/CONVENTION CENTER

YEAR 7

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CITY OF SACRAMENTO

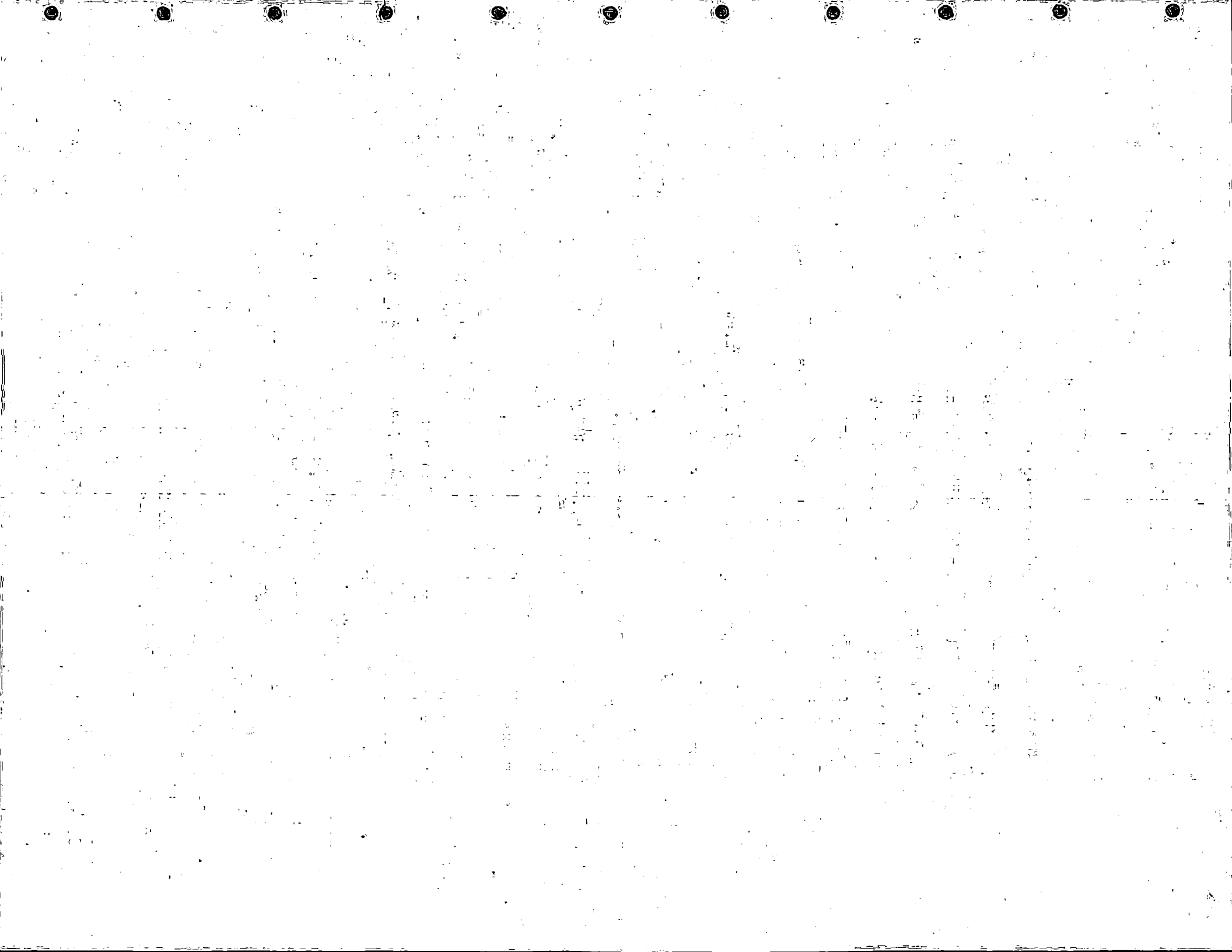
Mayor: Philip L. Isenberg

Council:
John Roberts
Blaine Fisher
Douglas Pope
Anne Rudin
Daniel Thompson
Lloyd Connelly
Thomas Hoebler
Lynn Robie

City Manager: Walter J. Sillipe

Community Center Administration:

General Manager:	Sam J. Burns
Assistant Manager:	Leonard Zerilli
Operations Supervisor:	Frank Puccinelli
Events Coordinator:	Michael Stauffer
Box Office Supervisor:	Norma B. Ricketts
Booking Coordinator:	Toni Edlingson



CITY OF SACRAMENTO

Community Center Authority:

Walter Christensen

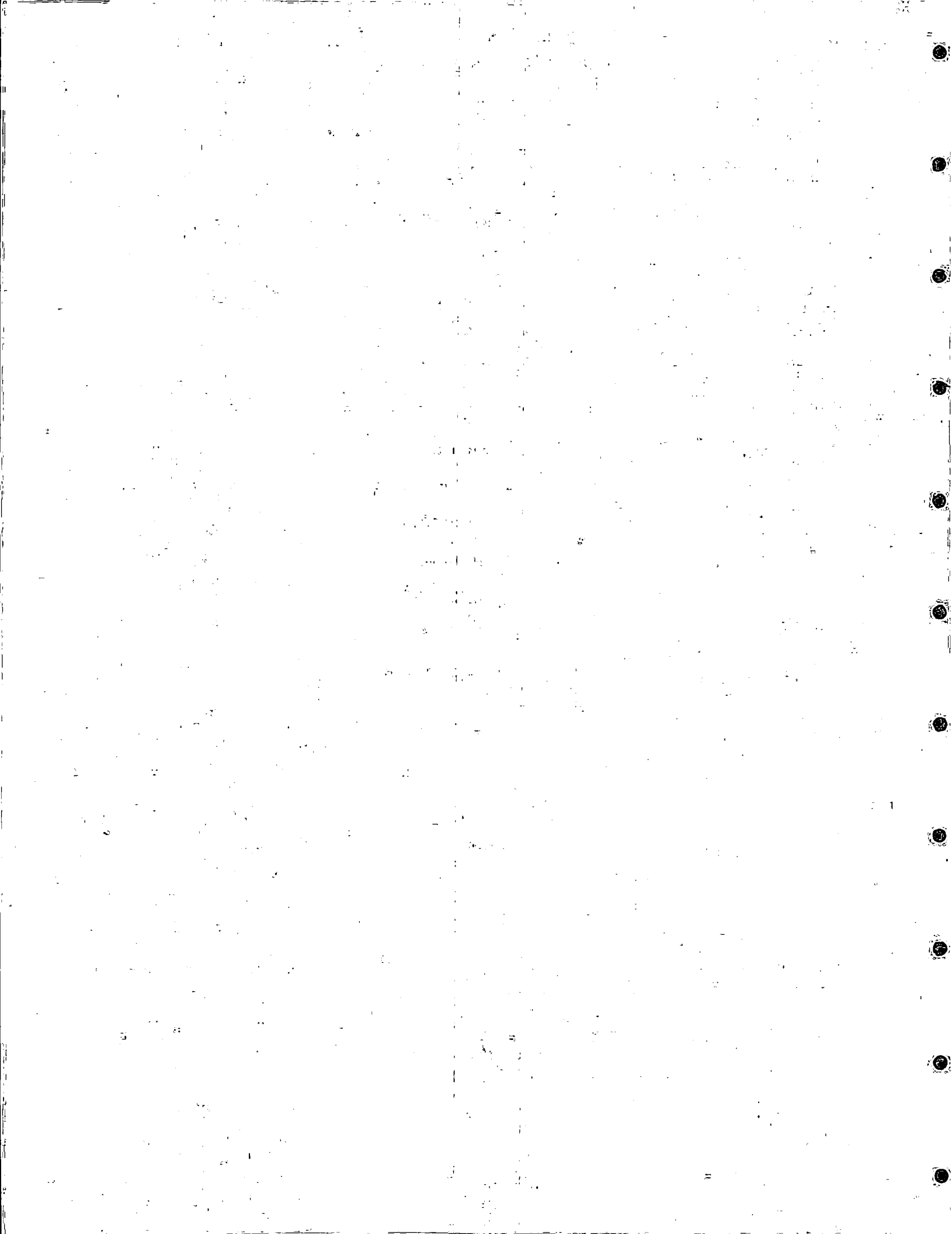
Ed Combatalade

E. Roy Grimes

Thomas Kenny

Patricia Woods

Alfred W. Riolo



INTRODUCTION

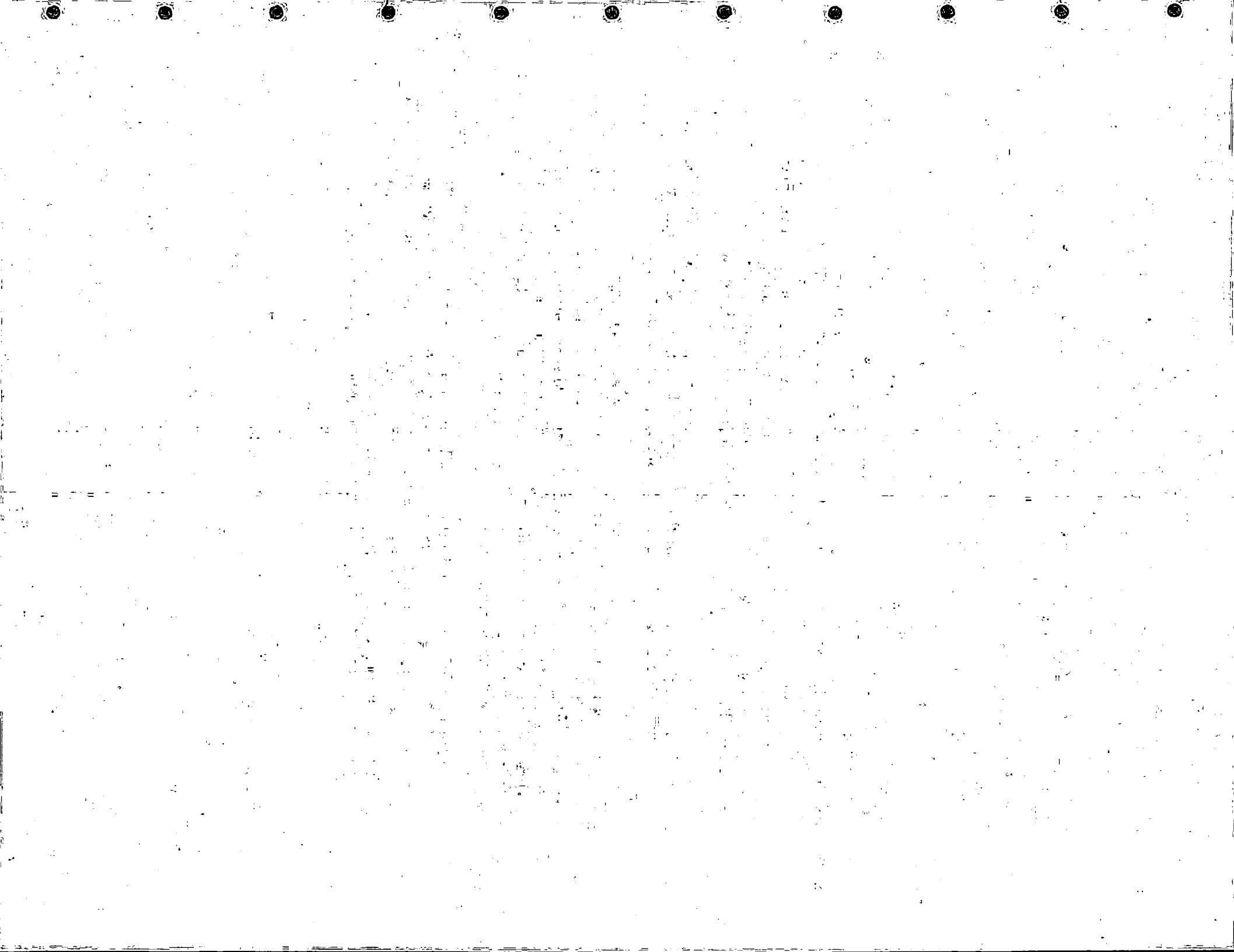
As you read through the charts for "YEAR 7", you'll summarize that this was again a healthy year for the Community Center Department. Against a "hold the line" budget, the results of this year, as reported, are a splendid accomplishment. By careful fiscal scrutiny, the department was able to complete the year slightly under budget estimates, while at the same time to increase revenue by nearly 16%.

The department has continued to expand the diversity of programs to the community with the objective of quality rather than quantity. The results herein demonstrate the success of our thinking. Although there is a slight 1-3% decrease in total events, the reader will recognize the increase in events in the three major buildings--the Exhibit Hall, Theater, and Memorial Auditorium. Fewer events in the Activity Building resulted in the decrease, however, more meeting rooms were in use than in the previous year.

The most significant types of event use were trade shows, sporting events, rock concerts, and theater type presentations including symphony, ballet, and concerts.

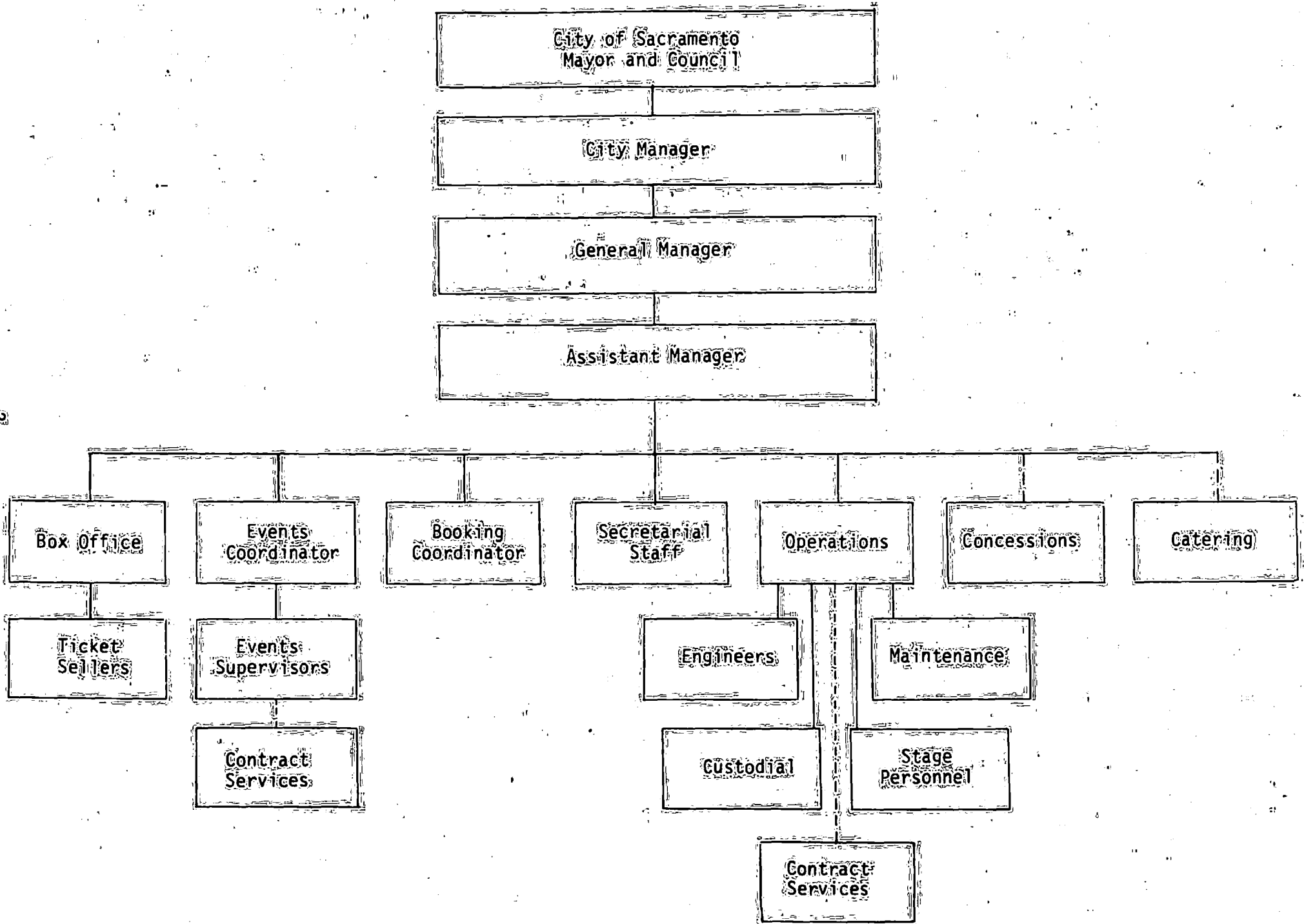
Food and beverage programs continued to do well. With increased activity, concessions generated 17.5% more revenue. Through the three qualified caterers serving the banquet needs of guests, 4-5% more money was turned over to the City.

The data that follows tells our story. The department thanks you for your cooperation and help.

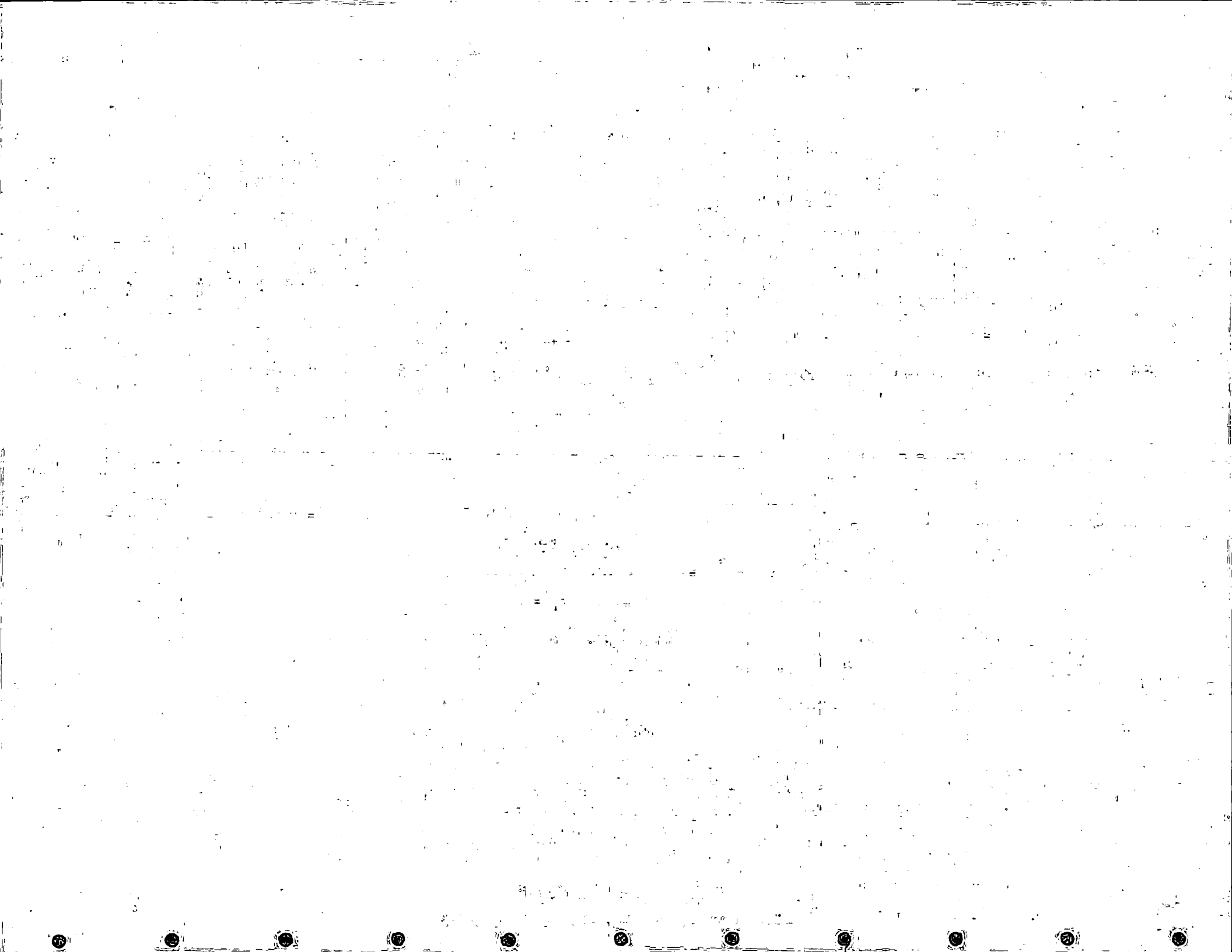


Sacramento Community/Convention Center

ORGANIZATIONAL CHART



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PROFILE

During the year, we took the opportunity to book certain programs that would fill the larger facilities, which, in turn, brought more people into the Center. With only 20 "dark" days, the Community Center hosted 1,314 "event" days, with a total attendance of 866,424 people.

The diversity of events, the services offered on our reimbursable schedule, plus the food and beverage revenue has resulted in an increase of 15.7% -- \$1,217,308 to the City -- excluding the additional \$2,181,355 received through the transient occupancy tax. Total revenue was \$3,398,663, up slightly over 8% from the previous year.

Service

The key to our operation is service for new and returning business. From the clean facility, well maintained equipment, and professional staff, the objective is to disseminate the information about the Community Center, book the event, and service it.

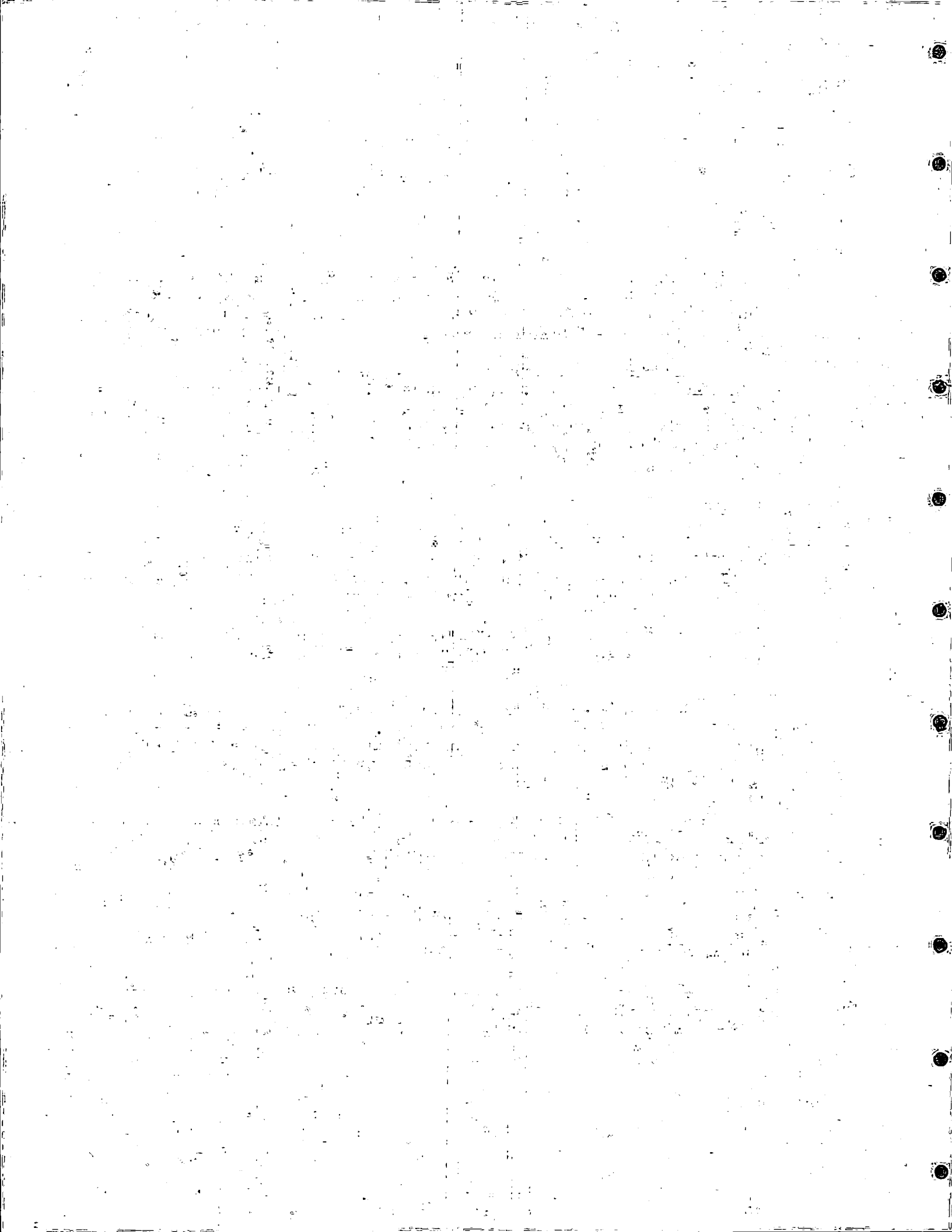
During this year, 589 license agreements were issued, along with 153 permit agreements (137 for catering, 16 for decorators), for the 340 days of actual use.

The box office service handled the needs of all admission events in the Center. Additionally, tickets were sold for community events as an outlet and for other attractions through the computer network of Ticketron. Over \$3,000,000 was grossed from the events on sale. This is up by 50% over a year ago.

As a community service, the box office staff coordinated the ticket sales for "Railfair '81", the opening of the new railroad museum in Old Sacramento, and to the "International Track and Field Meet" at Hughes Stadium.

By the sale of 279 events, up 36% (from 205), the revenue received was up 41%, for a total of \$128,148 to the City, plus an additional \$116,472 income from admission taxes.

Volume Service, the concessionaire, continues to increase their business as events are scheduled. The revenue contributed to the Center from sales of food and beverage was \$146,403. With the popularity of



programs, t-shirts, and novelties, the City received \$16,021. This area of revenue is up 92% because of a concerted effort to maximize sales and due in large part to the increase in the number of rock shows where sales are quite prevalent.

Through the combined efforts of the three qualified caterers -- Doman's Catering, Kato's Catering, and Volume Service Catering -- the banquet activity kept pace with the preceding year, up slightly (+4.7%) in dollars at \$68,452, but down (-9.8%) from 369 to 333 in number of events.

Activities

The major news was the additional activity in the Exhibit Hall and the expanded use of the Theater and Memorial Auditorium. The Community Center is a people place. The diverse facilities allow for the many varied events. The calendar of events is published monthly for distribution. Here is just a sampling of the types of events this past year:

Family Shows:

Globetrotters
Ice Capades
Lippizzan Stallion Show
Sesame Street Live

Sports:

Live boxing, featuring local favorite
Pete Ranzany against such fighters as
Wilfred Benitez
Closed circuit boxing, featuring
Cuevas vs. Hearns
Holmes vs. Ali
Leonard vs. Duran

Broadway Shows:

A Chorus Line
Beatlemania
Dancin'
The Wiz

Exhibit Shows:

Antique Shows
Auto '81
Sacramento Gun & Coin Show
Harvest Festival & Christmas Crafts Market
Holiday Home & Gift Show
Home Improvement & Decorating Show
Imperial Leather & Sportswear Show

Examinations:

Accountancy
Architectural
Contractors
Nurses

Conferences:

California Council, American Institute
of Architects
California Reading Association
California School Food Service Association
California State Employees Association
Statehouse Conference on Aging

Summary:

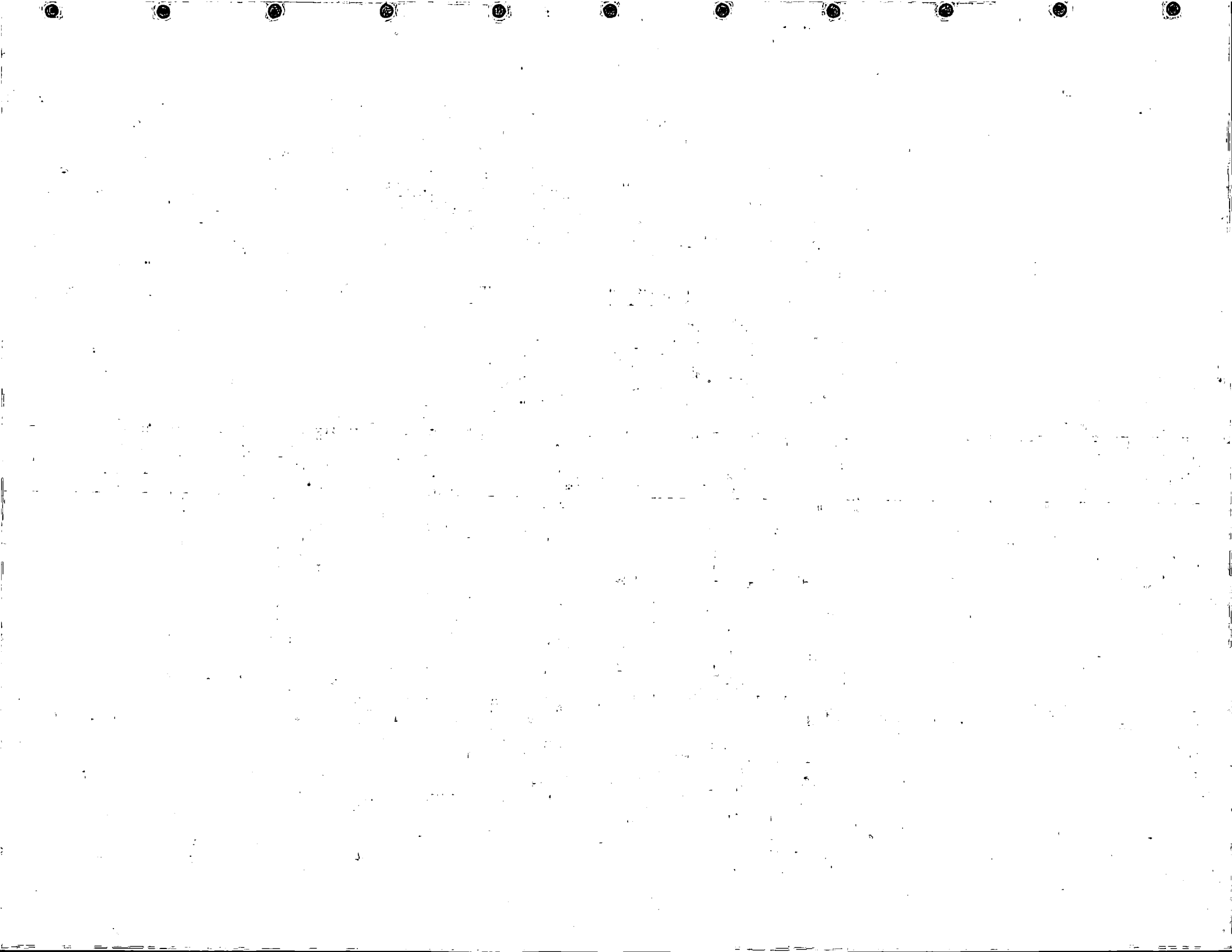
For the Community Center Department, this has been a good year. The prospect is that in light of an economy that is still down, there is nevertheless a definite need for meeting space and entertainment. We are here to fill that need.

The results of our past year's endeavors are found in the following pages. We have a healthy past and a brighter future. The pay-back program for past indebtedness has begun and we are operating in the black.

We shall continue to seize all opportunities, dedicated as always to service the community. As we continue to evaluate our operation, we welcome the comments you may have to help us meet our objectives.

The challenge of the decade ahead suits us well as we continue to think of ways to better serve the people of Sacramento. To this end, the Memorial Auditorium refurbishment is a need and the attention of the City through architects of Angelo-Vitiello-Niyya Inc. has begun this task.

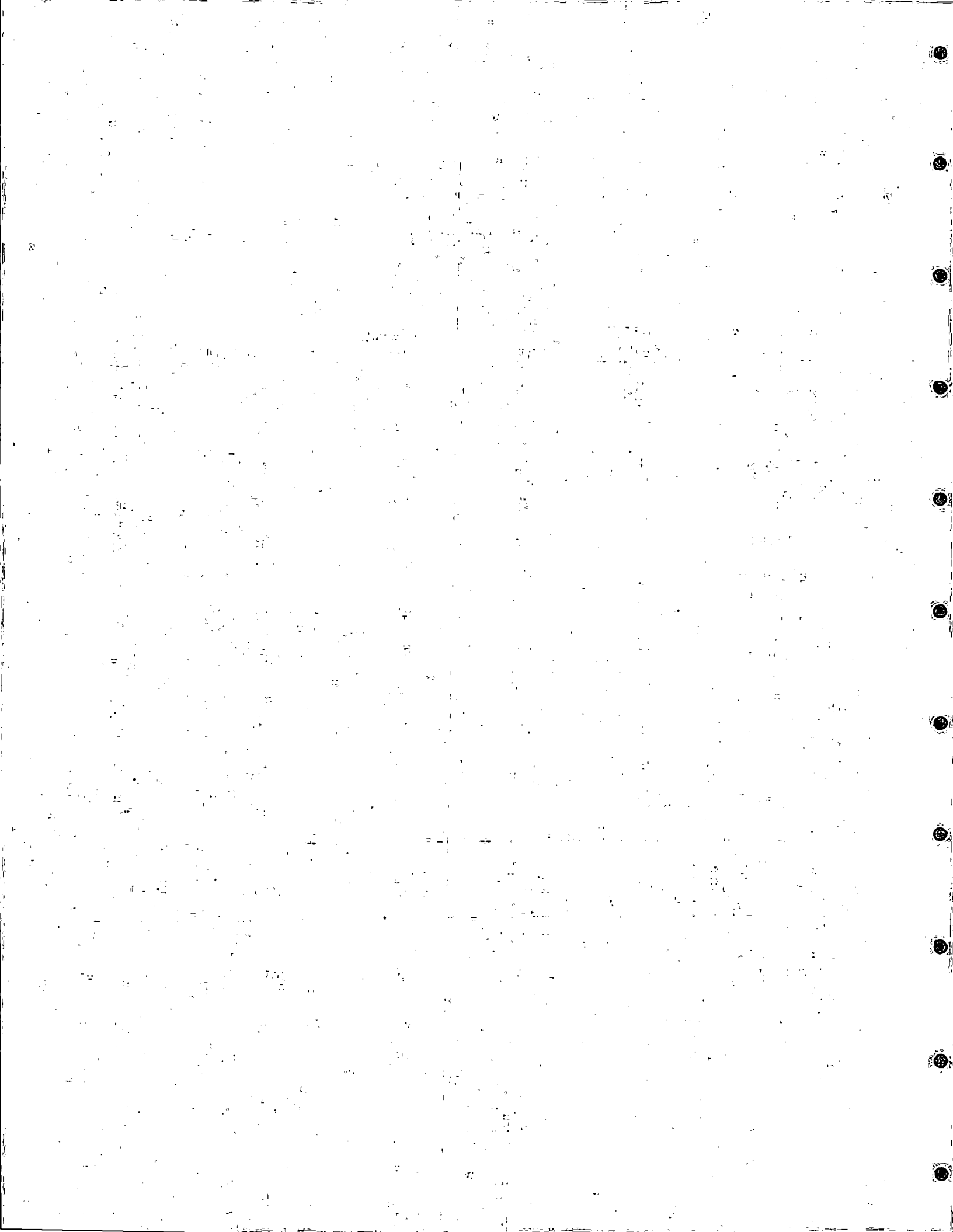
We also look to the signs of meeting the needs of meeting planners and trade show and convention executives with such thoughts as teleconferencing and better equipped facilities.



Sacramento Community Center

USAGE PER BUILDING
1980-81

<u>Month</u>	<u>Memorial Auditorium</u>	<u>Theater</u>	<u>Activity Building</u>	<u>Exhibit Hall</u>	<u>Monthly Total</u>
July	4	4	35	11	54
August	11	5	32	14	62
September	18	12	48	21	99
October	7	29	53	26	115
November	15	26	39	21	101
December	8	22	38	13	81
January	11	16	58	37	122
February	11	21	56	22	110
March	15	32	85	31	163
April	15	19	61	43	138
May	26	6	86	24	142
June	13	15	76	23	127
TOTAL USES PER BUILDING	154	207	667	286	1314
COMPARISON 1979-80	147	200	717	267	1331



Sacramento Community Center

USAGE BY TYPE OF EVENT
1980-81

"A" Actual Event Day
"B" Move In/Out, Rehearsal

	Exhibit Hall		Activity Bldg.		Theater		Auditorium		Totals	
	A	B	A	B	A	B	A	B	A	B
Banquets/ Receptions	61	0	175	0	2	0	3	0	241	0
Classical: Ballet, Symphony, Etc.	0	0	0	0	68	27	0	0	68	27
Contemporary	0	0	0	0	39	1	6	0	45	1
Conventions	39	20	43	4	17	2	3	0	102	26
Country	0	0	0	0	0	0	0	0	0	0
Family	0	0	0	0	0	0	28	3	28	3
Government	42	3	150	5	3	0	0	0	195	8
Rock	0	0	0	0	0	0	25	1	25	1
Service: Fraternal/ Religious	35	7	273	7	48	0	28	0	384	14
Sports	0	0	0	0	0	0	57	0	57	0
Trade Shows	50	29	10	0	0	0	0	0	60	29
TOTAL	227	59	651	16	177	30	150	4	1205	109
COMPARISON 1979-80	224	43	703	14	171	29	135	12	1233	98

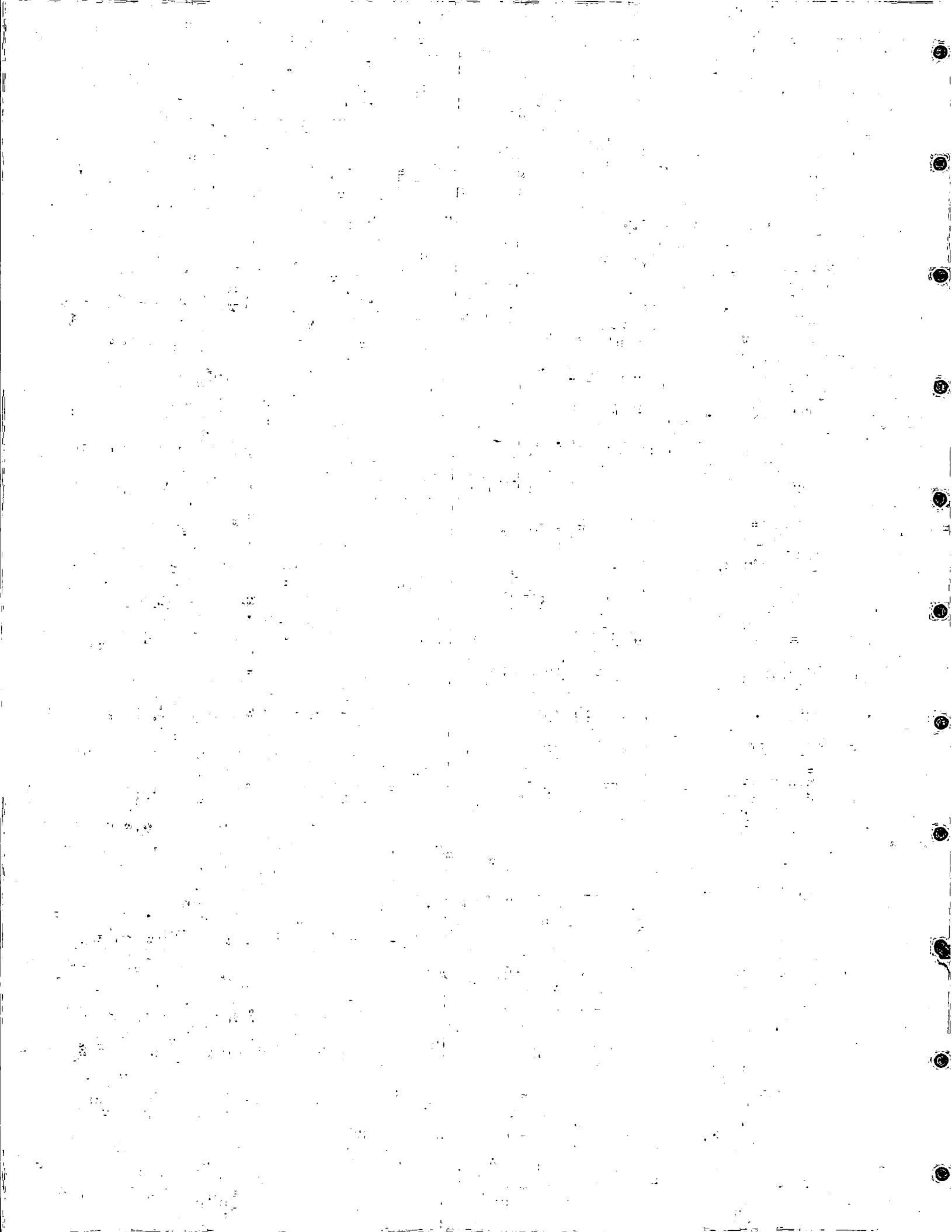
Sacramento Community Center

SOLD OUT EVENTS
1980-81

<u>Date</u>	<u>Event</u>	<u>Building</u>
Aug. 23	FOGHAT	Memorial Auditorium
Nov. 11	SAMMY HAGAR	Memorial Auditorium
Dec. 10-14	NUTCRACKER BALLET	Theater
Dec. 20	CHEAP TRICK	Memorial Auditorium
Jan. 16	GLOBETROTTERS	Memorial Auditorium
Jan. 17	R.E.O. SPEEDWAGON	Memorial Auditorium
Feb. 13	MOLLY HATCHET	Memorial Auditorium
Feb. 15-16	DANGIN'	Theater
Feb. 20	JACKSON BROWNE	Memorial Auditorium
Feb. 22	BARKAYS	Memorial Auditorium
Mar. 7	CINDERELLA BALLET	Theater
Mar. 13	WHISPERS	Memorial Auditorium
Mar. 27	PAT TRAVERS	Memorial Auditorium
Apr. 25	JIMMY BUFFETT	Memorial Auditorium
May 7	TED NUGENT	Memorial Auditorium

MAJOR ATTRACTIONS WITH S.R.O.

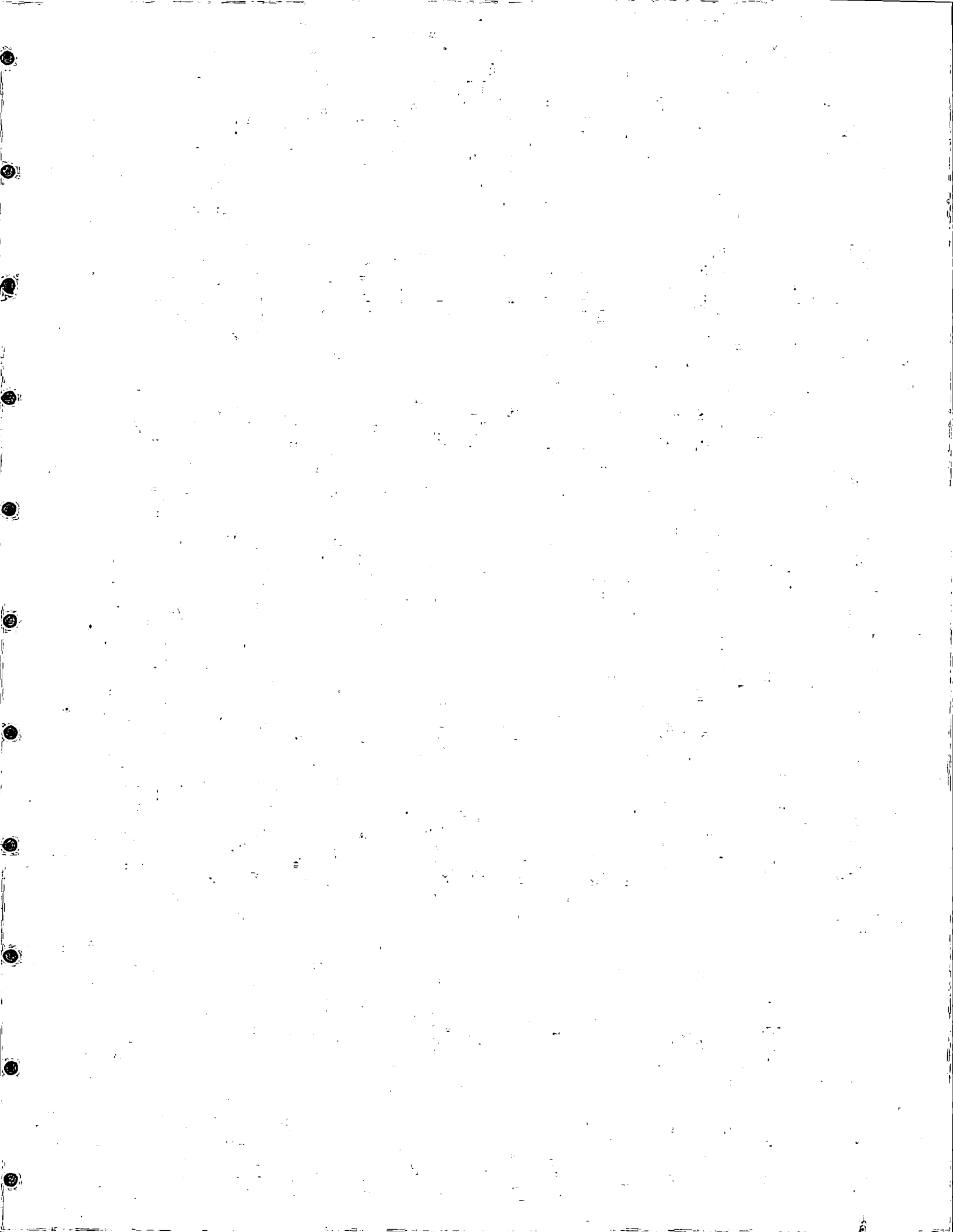
ICE CAPADES	Memorial Auditorium
SACRAMENTO SYMPHONY SEASON	Theater
SESAME STREET (LIVE)	Memorial Auditorium
A CHORUS LINE	Theater



Sacramento Community Center

SUMMARY OF BUILDING AND EQUIPMENT RENTAL
1980-81

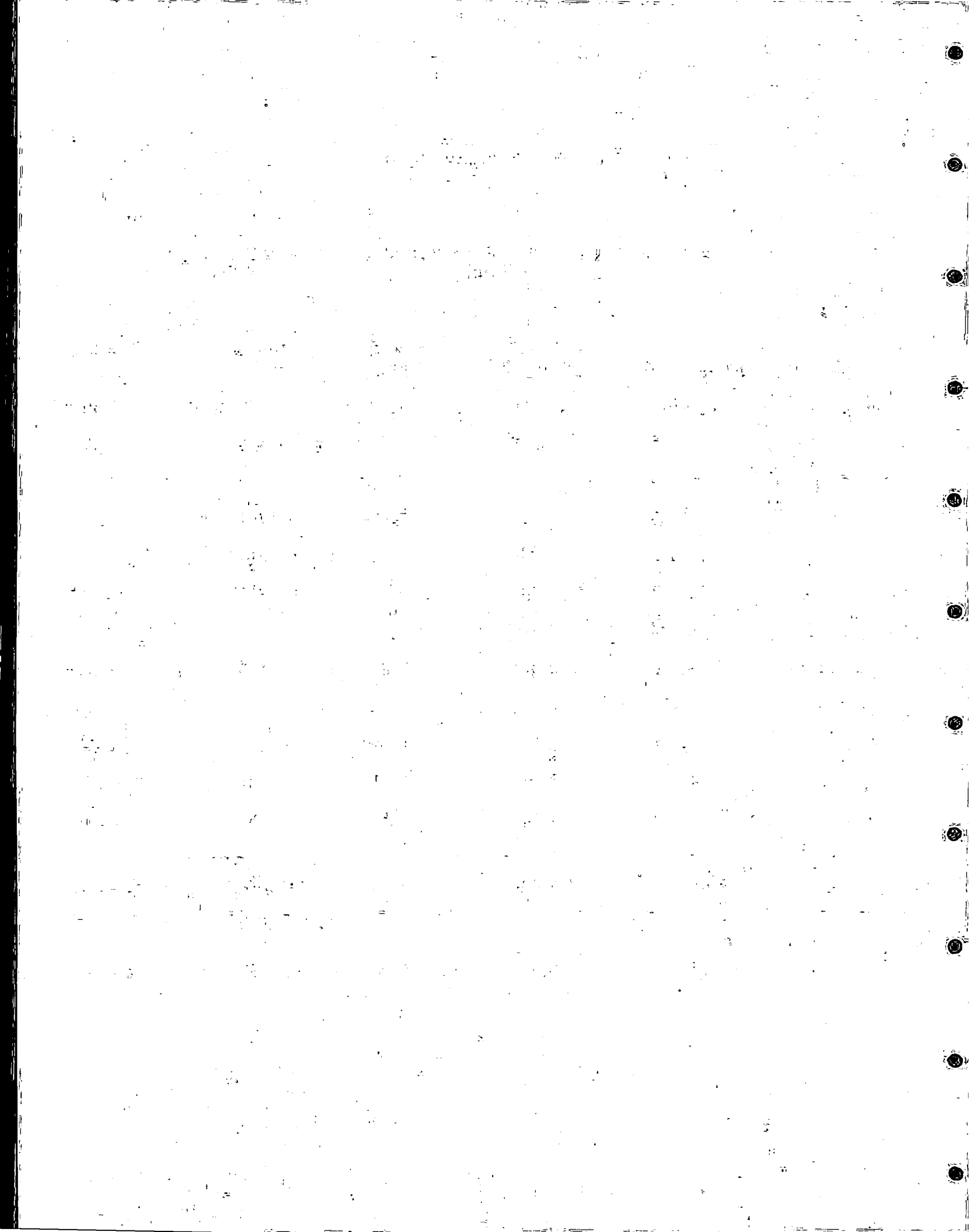
<u>Month</u>	<u>Attendance</u>	<u>Equipment/ Labor</u>	<u>Memorial Auditorium</u>	<u>Theater</u>	<u>Activity Building</u>	<u>Exhibit Hall</u>	<u>Monthly Total</u>
July	34,918	\$ 4,257	\$ 5,396	\$ 4,081	\$12,072	\$ 9,392	\$ 35,198
August	43,739	2,444	23,464	5,414	8,871	12,204	52,397
September	50,558	4,380	19,935	9,719	10,157	8,672	52,863
October	75,286	2,456	12,250	10,695	9,523	16,350	51,274
November	79,714	2,599	17,621	8,003	7,638	19,500	55,361
December	61,443	1,591	18,493	17,182	7,250	12,755	57,271
January	83,088	5,477	17,019	11,190	11,197	29,220	73,103
February	74,781	4,038	20,187	15,457	16,226	13,150	69,058
March	119,342	8,842	21,318	18,595	18,669	20,218	87,642
April	80,607	4,333	15,477	11,890	11,229	19,013	61,942
May	78,218	6,119	27,524	7,350	20,211	13,280	74,484
June	84,730	9,693	17,038	9,880	9,167	12,165	57,943
TOTAL	866,424	\$56,229	\$215,722	\$129,456	\$142,210	\$184,919	\$728,536
COMPARISON 1979-80	843,752	\$61,758	\$163,733	\$113,012	\$150,844	\$179,151	\$667,898



Sacramento Community Center

CATERING, CONCESSIONS, AND MISCELLANEOUS INCOME
1980-81

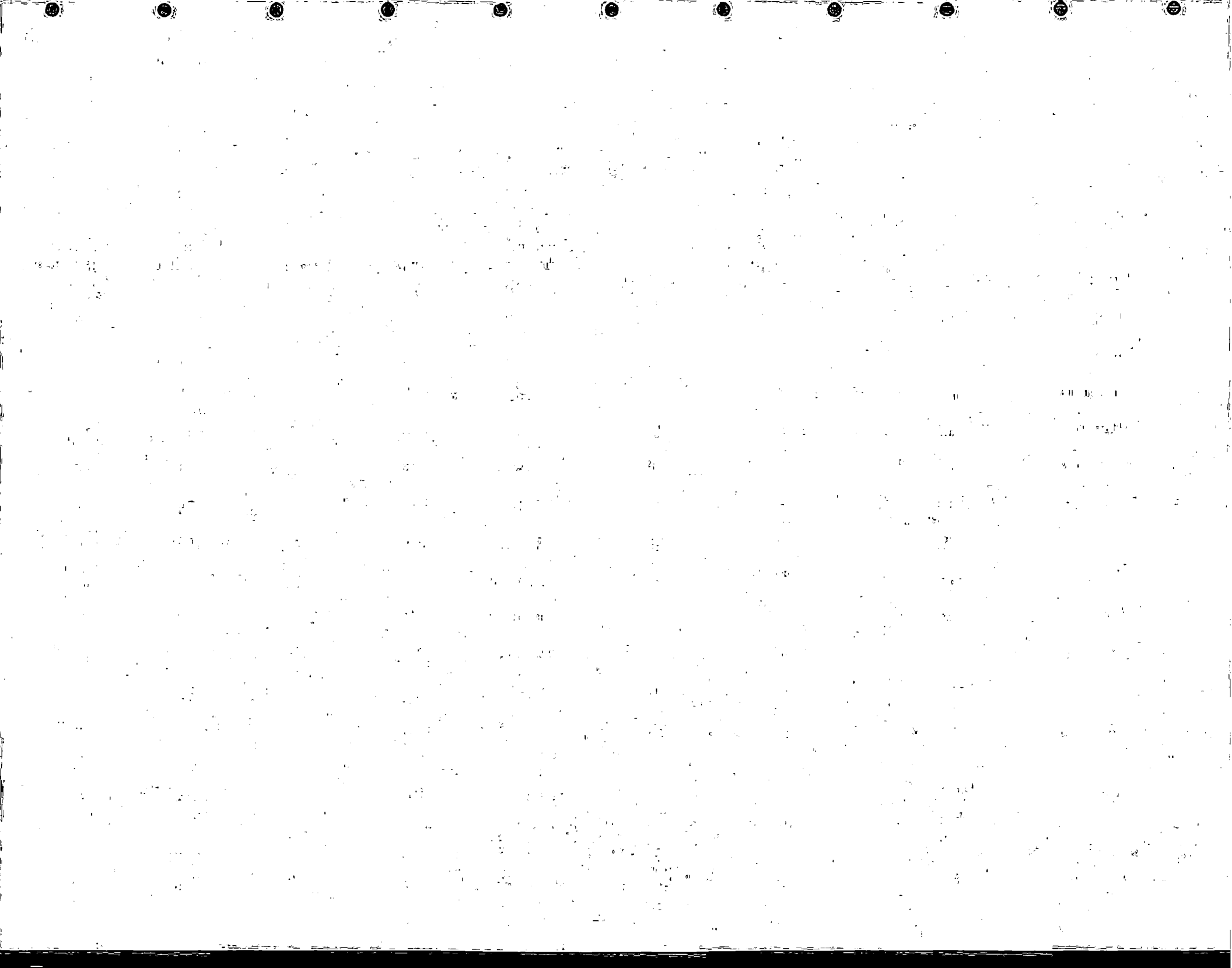
<u>Month</u>	<u>Concessions</u>	<u>Misc. Concessions</u>	<u>Catering Fees</u>	<u>Misc. Income</u>	<u>Monthly Total</u>
July	\$ 4,612	\$ 192	\$ 4,195	\$ 290	\$ 9,289
August	10,495	1,558	1,245	1,335	14,633
September	9,715	1,100	3,533	528	14,876
October	13,826	30	3,531	703	18,090
November	9,027	1,364	3,606	1,870	15,867
December	12,782	170	3,614	2,381	18,947
January	12,501	2,744	9,079	383	24,707
February	16,606	2,431	7,610	1,017	27,664
March	15,696	1,718	4,441	1,230	23,085
April	14,587	1,041	14,899	2,682	33,209
May	14,887	2,575	10,111	307	27,880
June	11,669	1,098	2,588	550	15,905
TOTAL	\$146,403	\$16,021	\$68,452	\$13,276	\$244,152
COMPARISON 1979-80	\$124,649	\$8,341	\$65,381	\$14,952	\$213,323



Sacramento Community Center

CATERING AND CONCESSION EVENT DAYS
1980-81

Month	Concessions	Miscellaneous Concessions	Catering	Total Catering Revenue	Dorman's Catering	Kato's Catering	Volume Service Catering	Volume Service Coffee
July	17	2	12	\$ 4,195	1	0	8	3
August	27	5	19	1,245	2	1	11	5
September	27	1	27	3,533	1	1	17	8
October	32	1	27	3,531	0	0	14	13
November	29	3	19	3,606	2	0	7	10
December	31	3	20	3,614	1	0	15	4
January	38	4	31	9,079	1	0	22	8
February	43	6	34	7,610	2	0	17	15
March	57	4	42	4,441	0	1	27	14
April	40	3	38	14,899	4	1	23	10
May	44	4	39	10,111	1	4	29	5
June	32	3	25	2,588	0	1	15	9
TOTAL	417	39	333	\$68,452	15	9	205	104
COMPARISON 1979-80	389	59	369	\$65,381	17	10	226	116



Sacramento Community Center

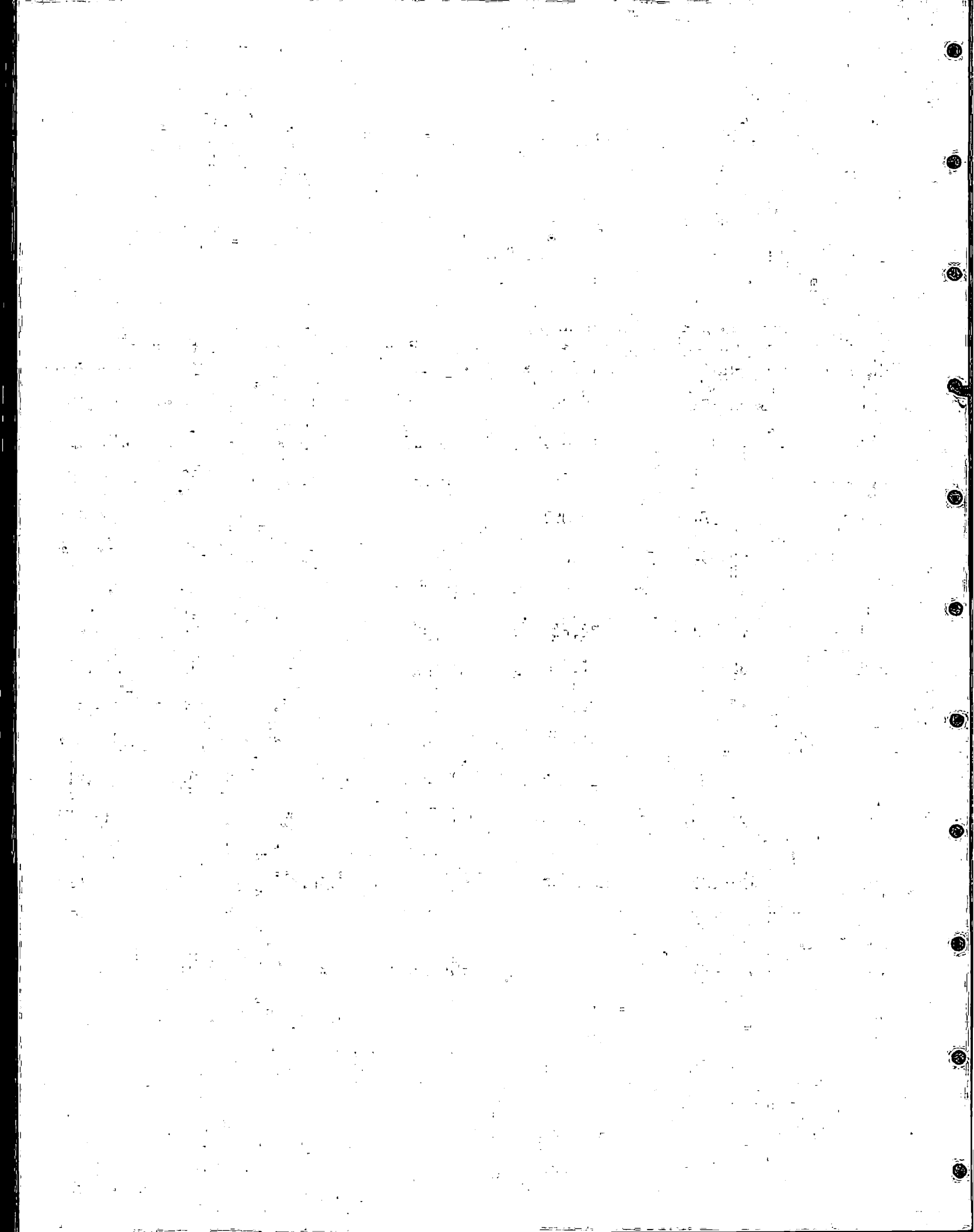
BOX OFFICE REPORT
1980-81

<u>Month</u>	<u>Ticket Gross Income</u>	<u>Box Office (Net)</u>	<u>Taxes</u>	<u>Number of Shows</u>
July	\$ 186,979	\$ 4,539	\$ 4,395	10
August	279,749	13,080	13,740	21
September	205,049	8,832	9,745	14
October	135,899	7,641	5,178	7
November	192,361	8,610	8,829	10
December	346,185	13,829	8,877	17
January	203,330	9,993	8,511	48
February	323,169	14,808	10,287	25
March	264,278	12,182	9,157	23
April	184,480	7,541	8,383	20
May	409,514	14,849	12,061	64
June	398,612	12,244	17,309	20
TOTAL	\$3,029,605	\$128,148	\$116,472	279
COMPARISON 1979-80	\$2,009,920	\$90,898	\$79,618	205

Sacramento Community Center

FISCAL SUMMARY
1980-81

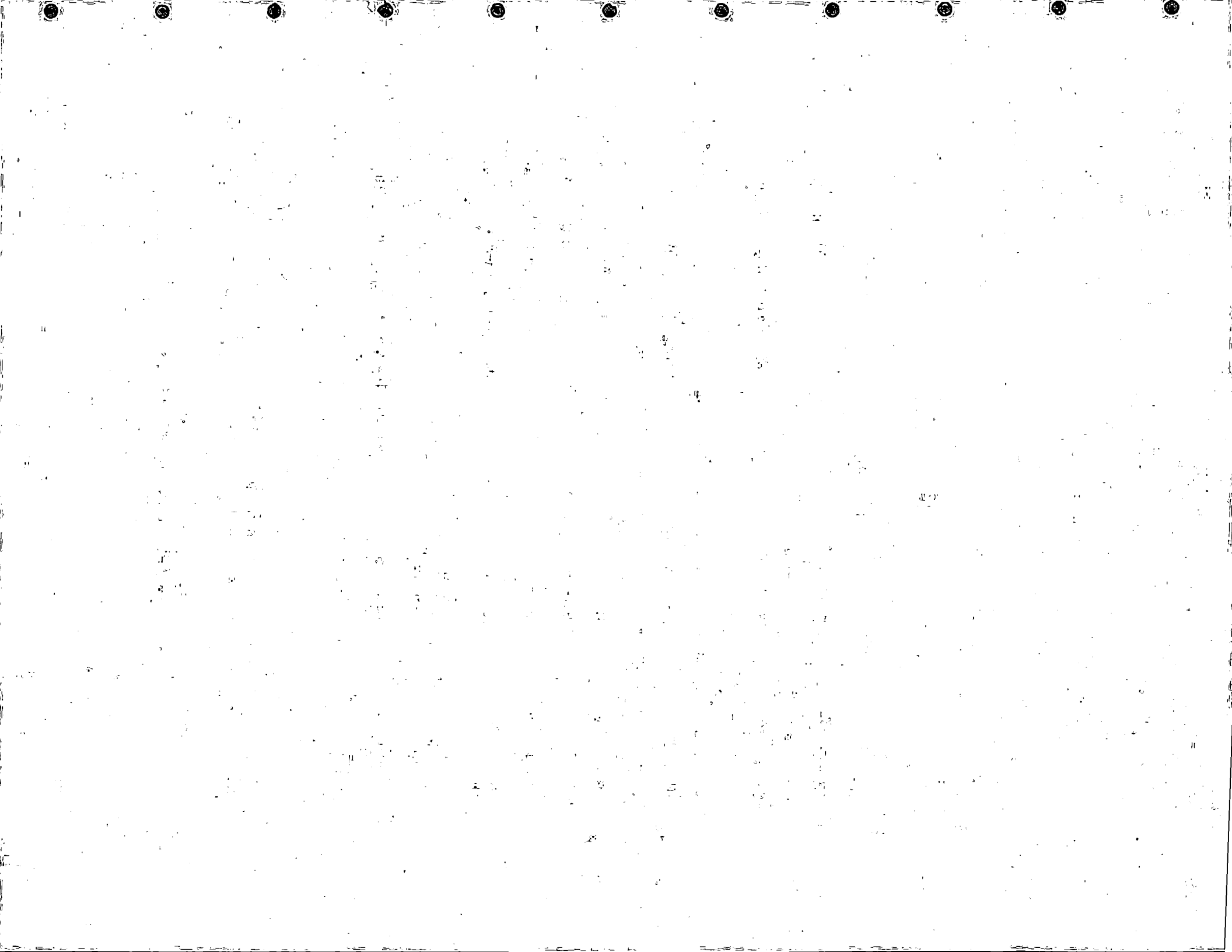
Month	Building/ Equipment Rental	Concessions, Catering, Misc. Income	Box Office (Net)	Admission Tax	Event Days	Attendance
July	\$35,198	\$9,289	\$4,539	\$4,395	54	34,918
August	52,397	14,633	13,080	13,740	62	43,739
September	52,863	14,876	8,832	9,745	99	50,558
October	51,274	18,090	7,641	5,178	115	75,286
November	55,361	15,867	8,610	8,829	101	79,714
December	57,271	18,947	13,829	8,877	81	61,443
January	73,103	24,707	9,993	8,511	122	83,088
February	69,058	27,664	14,808	10,287	110	74,781
March	87,642	23,085	12,182	9,157	163	119,342
April	61,942	33,209	7,541	8,383	138	80,607
May	74,484	27,880	14,849	12,061	142	78,218
June	57,943	15,905	12,244	17,309	127	84,730
TOTAL	\$728,536	\$244,152	\$128,148	\$116,472	1314	866,424
COMPARISON 1979-80	\$667,898	\$213,323	\$90,898	\$79,618	1331	843,752



Sacramento Community Center

REVENUE SUMMARY

	<u>1979-80</u>	<u>1980-81</u>
Rental, Buildings, and Equipment	\$667,898	\$728,536
Concessions	124,649	146,403
Catering	65,381	68,452
Miscellaneous Concessions	8,341	16,021
Miscellaneous Income	14,952	13,276
Box Office	90,898	128,148
Admission Tax	79,618	116,472
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TOTAL OPERATING REVENUE	\$1,051,737	\$1,217,308
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Transient Occupancy Tax	2,071,845	2,181,355
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TOTAL REVENUE	\$3,123,582	\$3,398,663



Sacramento Community Center

PRELIMINARY EXPENDITURES SUMMARY

	<u>1979-80</u>	<u>1980-81</u>	
	<u>Actual</u> <u>Expenditures</u>	<u>Budget</u>	<u>June 30</u> <u>Expenditures</u>
Employee Services	\$ 866,928	\$1,026,055	\$ 950,349
Other Services, Supplies	2,147,661	2,241,705	2,228,192
Equipment	13,193	8,500	0
<hr/>			
OPERATING TOTAL	\$3,027,782	\$3,276,260	\$3,178,541
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Rental, Real Property	\$1,378,000	\$1,385,500	\$1,385,500

