



2.11A

COMMUNITY/CONVENTION CENTER  
City of Sacramento  
ADMINISTRATION OFFICES

June 12, 1991

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Community Center Department Report Back

SUMMARY

The City Council at its May 29, 1991 meeting requested information relating to the room nights generated by the Sacramento Convention Center and Sacramento Convention and Visitors Bureau activities. Additionally a list of intra-City use of the Convention Center was requested.

BACKGROUND INFORMATION

The dual purpose of the Sacramento Community/Convention Center is to provide a quality facility for both convention activity as well as a focal point for the performing arts. Events which result in overnight visits to the City of Sacramento are of the highest priority.

During 1989-90 394 events were held in the Community Center Theater totalling \$8.1 million in gross ticket sales. In the same year, 332 events were held in the Exhibit Hall and 688 events in the Activity Building. An estimated 30,954 room nights were generated as a direct result of events held at the Community/Convention Center. Direct economic impact to the Sacramento community exceeds \$7.7 million and utilizing a ripple effect, a total of \$30.1 million is turned over in the Sacramento area. Nearly one quarter of a million dollars in Transient Occupancy Tax is generated by events held at the Center.

The Sacramento Convention and Visitors Bureau Sales Department is responsible for marketing Sacramento as a meeting location. The professional sales staff distributed 242 convention leads to the Sacramento area hotels that represented a potential of 160,913 room nights to be booked by the Bureau and hotel staffs. As a result

there were 111 convention bookings (bookings are for future events) that the Sales Department initiated or interacted with, representing 94,213 room nights bringing \$41,497,280 into the Sacramento economy for current and future years. The hotel community as a whole hosted approximately 960 conventions, which represented a \$295,680,000 fiscal impact on the Sacramento community during the past fiscal year. Of this 960,444 were serviced by the Bureau. Of that \$295,680,000, \$2.7 million is direct Transient Occupancy Tax.

Special Events in which the Bureau initiated or interacted with, generated 29,920 room nights, resulting in \$239,360 in Transient Occupancy Tax, \$7.48 million direct economic impact and a nearly \$30 million turned over in the Sacramento community.

To summarize the impact of conventions, meetings and special events related to the Sacramento Community/Convention Center and the Sacramento Convention and Visitors Bureau following is a chart:

	Room Nights	Hotel Tax	Direct Economic Impact	Dollars Turned Over
Convention Center Events	30,954	\$247,632	\$7,738,500	\$30,954,000
Sacramento Meetings and Conventions	336,000	\$2,688,000	\$73,920,000	\$295,680,000
Special Events	29,920	\$239,360	\$7,480,000	\$29,920,000

Exhibit A provides the detail, by month. It is estimated that convention and meeting activity generate approximately 35% of all hotel tax generated in the City and County of Sacramento.

Exhibit B depicts the use of the Sacramento Community/Convention Center and the related usage rates for fiscal year 1989-90.

#### FINANCIAL IMPACT

No impact.

#### MBE/WBE

No impact.

POLICY CONSIDERATIONS

It is the current policy of the City to direct Transient Occupancy Taxes to the Community Center Fund in support of the Sacramento Community/Convention Center and the Sacramento Convention and Visitors Bureau.

RECOMMENDATION

This report is for information only. No action is necessary.

Respectfully submitted,

*Barbara E. Bonebrake*  
for Sam J. Burns  
Director

FOR COUNCIL INFORMATION ONLY:

*Walter J. Slipe*  
Walter J. Slipe, City Manager

QUESTIONS MAY BE DIRECTED TO:

Barbara E. Bonebrake  
Management Officer  
449-5291

EXHIBIT A

**ROOM NIGHTS  
GENERATED BY CENTER AND BUREAU ACTIVITIES**

CENTER FY89-90	NO. EVENTS	EVENT ATTEND	ROOM NIGHTS	HOTEL TAX	DIRECT ECON. IMPACT	DOLLARS TURNED OVER
JULY	106	38,355	1267	10,136	316,750	1,267,000
AUG.	119	25,874	510	4,080	127,500	510,000
SEPT.	122	109,908	1843	14,744	460,750	1,843,000
OCT.	123	75,672	2920	23,360	730,000	2,920,000
NOV.	110	65,068	1270	10,160	317,500	1,270,000
DEC.	96	84,352	1236	9,888	309,000	1,236,000
JAN.	125	87,439	2255	18,040	563,750	2,255,000
FEB.	120	83,676	1774	14,192	443,500	1,774,000
MAR	150	97,944	3704	29,632	926,000	3,704,000
APR.	108	73,285	5791	46,328	1,447,750	5,791,000
MAY	120	86,506	5266	42,128	1,316,500	5,266,000
JUNE	115	66,439	3118	24,944	779,500	3,118,000
<b>TOTAL</b>	<b>1,414</b>	<b>894,518</b>	<b>30,954</b>	<b>247,632</b>	<b>7,738,500</b>	<b>30,954,000</b>

**BUREAU**

**CONVENTIONS & MEETINGS**

	960	192000	336,000	2,688,000	73,920,000	295,680,000
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**SPECIAL  
EVENTS**

JULY 1990			2,205	17,640	551,250	2,205,000
AUG 1990			3,342	26,736	835,500	3,342,000
DEC 1990			2,700	21,600	675,000	2,700,000
MAY 1991			21,673	173,384	5,418,250	21,673,000
<b>TOTAL</b>			<b>29,920</b>	<b>239,360</b>	<b>7,480,000</b>	<b>29,920,000</b>

## SACRAMENTO COMMUNITY CENTER

EXHIBIT "B"

CITY DEPARTMENT USAGE  
1989 - 1990

DATE	DEPARTMENT	EVENT	ROOM	RATE
9-13-89	Employee Relations	Labor/Mgmt. Relations Update	Yolo/Sacto/ Nev/Solano	602.50
8-9-89	Crocker Art Museum	Sac.Metro Arts Commission	Yuba/Placer	200.00
7-31-89	Planning	Planning Mtg.	Yuba/Placer	200.00
8/11-12/89	Corp.Yard	Auction	EH "C"	1400.00
10/3/89	City Mgr.	Public Hearing	Yolo/Sacto	650.00
9-18-89	Treas. Office	"Do Diligence" Mtg	Sutter	90.00
10-20-89	Police Comm.	Academy Graduation	Yu/Pl/Sutter	290.00
9-12-89	Council	City Council Mtg.	EH "A"	1617.50
11/9-13/89	Employee Relations	Labor-Mgmt Rel. Update II & III	Yo/Sac/El D/ Nev/Solano	1755.00
12-8-89	Mayor's Ofc.	25Yr Employee Awards Luncheon	Yu/Pl/Sutter	145.00
1-26-90	Police Dept.	Retirement Dinner	Yolo/Sacto	550.00
2-16-90	Animal Cntrl.	Meeting & Luncheon	Yuba/Placer	200.00
3-6-90	Personnel	Judges Forum (Mtg)	EH "B"	700.00
6/1-2/90	Proc.8 Div	Auction	EH "A"	2500.00
6-21-90	Zoo Dept.	Mtg. & Luncheon	Solano	75.00
7-17-89	Personnel	Frontline Leadrshp	Sutter	45.00
7/10-14 & 7/17-18/89	Personnel	Police Sgt. Oral Exam	Scotfield	340.00
12-14-89	Training Ofc.	Frontline Leadrshp	Sutter	45.00
2-28-90	Personnel	Police Officer	EH	2250.00
4-23-90	Personnel	Frontline Leadrshp	Sutter	45.00
5-7-90	Personnel	Frontline Leadrshp	Yuba	50.00
6-28-90	Personnel	Frontline Leadrshp	Sutter	45.00
5-22-90	Personnel	Recpt. Jack Zinger	El Dorado	375.00
6-5-90	Personnel	Firefighters Exam	EH	2250.00
				\$16,420.00