

# Community Center Fund

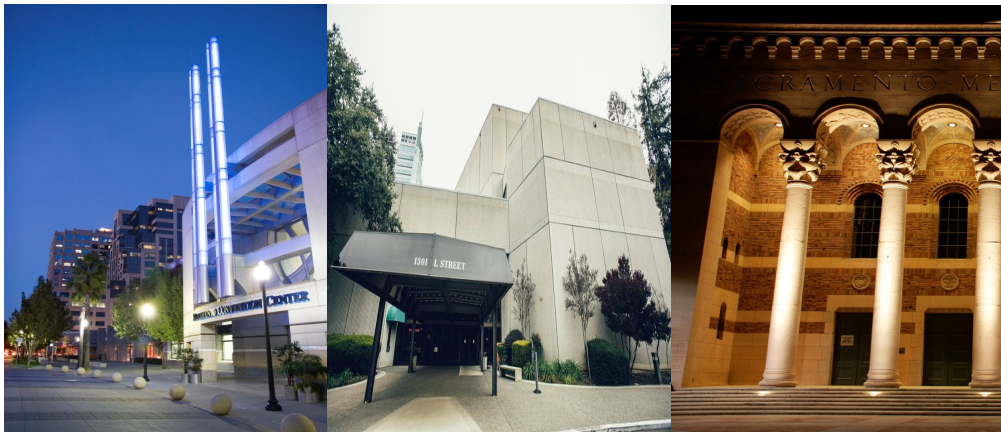
October 31, 2017



# Community Center Fund

The Community Center Fund, which accounts for the operation of the Sacramento Convention Center Complex (including the Convention Center, Community Center Theater and Memorial Auditorium) and City partners, is supported mainly by Transient Occupancy Taxes (TOT), facility user fees, and interest earnings.

The mission of the Sacramento Convention Center Complex is to provide quality, diverse, service-oriented facilities that enhance the economic and cultural vitality of the Sacramento community.



# Finances

The Convention Center Complex is fully supported by this self-sustaining enterprise fund.

FY2017/18 Community Center Fund Budget	
<b>Revenues</b>	
TOT	\$22.6 Million
User Fees	\$7.5 Million
Theater Facility Fee	\$628,000
Interest	\$200,000
<b>Total Revenue</b>	<b>\$30.9 Million</b>
<b>Expenditures</b>	
Operating Expenses	\$16.2 Million
Debt Services	\$8.2 Million
Capital Improvement Programs (CIPs)	\$3.5 Million
<b>Total Expenditures</b>	<b>\$27.9 Million</b>

# Finance Detail

## Community Center's FY2017/18 Operating Expenses Budget

Operating Expenses Detail		\$16.2 Million
<b>SCC Operations</b>		
Employee Services		\$6.1 Million
Services and Supplies		\$3.0 Million
Property, Other Objects and Interfund Services		\$113,200
<b>Total SCC Operations</b>		<b>\$9.2 Million</b>
<b>CCS Admin</b>		
Employee Services		\$1.2 Million
Services and Supplies		\$642,700
Property, Other Objects and Interfund Services		\$31,200
<b>Total CCS Admin</b>		<b>\$1.8 Million</b>
<b>Partners Support</b>		
Visit Sacramento		\$1.4 Million
Crocker Art Museum		\$211,903
Center for Sacramento History		\$183,156
Sacramento Zoo		\$69,892
Sacramento History Museum		\$16,261
Powerhouse Science Center		\$16,260
<b>Total Partners Support</b>		<b>\$1.9 Million</b>
<b>Annual Allocations to General Fund (In-Lieu charges, Cost Plan)</b>		<b>\$3.3 Million</b>

# Finance Results

## Community Center's Estimated FY2016/17 Results

For FY2016/17, SCC Operations estimated net result is a positive \$550,000.

FY2016/17 Estimated Results	
FY2016/17 Beginning Fund Balance	\$7.8 Million
Revenue	
TOT	\$23.8 Million
User Fees	\$8.5 Million
Theater Facility Fee	\$683,000
Interest	\$330,000
Total Revenue	\$33.3 Million
Expenditures	
Operating Expenses	\$15.3 Million
Debt Services	\$8.2 Million
Capital Improvement Programs (CIPs)	\$2.9 Million
Total Expenditures	\$26.4 Million
Estimated Surplus	\$6.9 Million
Other Commitments	
Golden 1 Center Liquidity Reserve	\$2.0 Million
Additional Contribution to Convention Center Complex Renovation Project	\$8.4 Million
FY2016/17 Projected Ending Available Fund Balance	\$4.3 Million

# Future Strategies

- ▶ Implement a \$3.00 facility fee at the Memorial Auditorium.
- ▶ Secure a contract with IATSE Local 50.
- ▶ Continue use of a phone tree for the main line at the Convention Center Complex (annual savings of \$25,000).
- ▶ Continue to increase occupancy while controlling expenses.



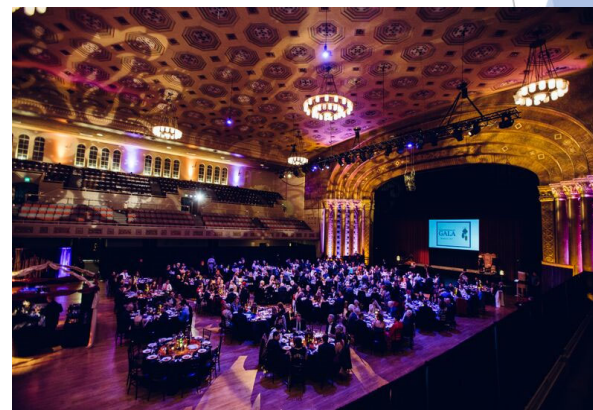
# Highlights

- ▶ Celebrated the 90<sup>th</sup> Anniversary of the Sacramento Memorial Auditorium.
- ▶ Held first Memorial Auditorium Community Open House - to honor our fallen heroes and their families on Memorial Day.
- ▶ Added 28 names of Sacramento Area Fallen Heroes who served in Desert Storm to the granite plaques inside Memorial Hall at the Memorial Auditorium.
- ▶ Implemented a new scheduling software - Shiftboard; cut scheduling time by 40% - savings of more than \$10,000 per year.
- ▶ Implemented a new event booking software - VenueOps; savings of \$32,000 compared to last year's cost of previously used software.
- ▶ Launched CrowdConnect to better serve our ticket buyers.



# FY2016/17 Accomplishments

- ▶ Increased number of events at the Memorial Auditorium by 10%.
- ▶ Increased the number of non-performing art events at the Community Center Theater by more than 25%.
- ▶ Increased in Commission Collected from Service Providers by 16%.
  - ▶ Telecommunications by 60%.
  - ▶ Ticketing by 27%.
  - ▶ Audio-Visual by 23%
  - ▶ Catering by 11%.
- ▶ 12% increase in social media followers.
- ▶ Average monthly Twitter impressions 16,000 per month.





## FY2016/17 Accomplishments (continued)

- ▶ Contributed more than \$480,000 in FY2016/17 towards in-kind services to the Performing Art Groups.
- ▶ Awarded the 2017 Facilities & Destinations Prime Site Award - this honorable distinction is based on the exceptional job and commitment to customer service we have provided this past year.
- ▶ Partnered with Classique Catering as a sponsor for:
  - ▶ Mayor Steinberg's 'Thousand Strong' Youth Workforce Initiative
  - ▶ Seed for Hope Scholarship Dinner
  - ▶ Empty Bowls - River City Food Bank
  - ▶ 2<sup>nd</sup> Annual Le Dinner en Blanc
  - ▶ League of California Cities Host Reception
  - ▶ Speaker Series Founder Lounge
  - ▶ Sacramento Hospitality Gala
  - ▶ State of Downtown Breakfast

