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**COMMUNITY/CONVENTION CENTER**  
CITY OF SACRAMENTO  
SAM J. BURNS, GENERAL MANAGER

October 24, 1980

City Council  
Sacramento, California

Honorable Members in Session:

Subject: Sacramento Community/Convention Center, YEAR 6, Annual Report

SUMMARY

The Annual Report, YEAR 6, of the Sacramento Community/Convention Center is submitted for review, and as an informational item.

Respectfully submitted,

Sam J. Burns  
General Manager

For City Council Information:

Walter J. Sipe  
City Manager

By the City Council  
Office of the City Clerk

*referred to  
Bud/Fin Comm*

NOV 5 1980

November 5, 1980

/cat  
Enc.





**SACRAMENTO  
COMMUNITY/CONVENTION CENTER**

**YEAR 6**

**ANNUAL REPORT**

**July 1, 1979 — June 30, 1980**

Y E A R 6

SACRAMENTO COMMUNITY/CONVENTION CENTER

ANNUAL REPORT

JULY 1, 1979 - JUNE 30, 1980



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CITY OF SACRAMENTO

Mayor: Phillip L. Isenberg

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

City Manager: Walter J. Slipe

Community Center Administration:

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

CITY OF SACRAMENTO

Community Center Authority:

Walter Christensen

Ed Combatalade

E. Roy Grimes

Thomas Kenny

Alfred W. Riolo

Patricia Woods

## INTRODUCTION

As you read through "YEAR 6", you will realize that the Community Center is a real asset to Sacramento. An important plus is the fund balance for the second year. This is recorded after the repayment of over \$351,000 to the General Fund for previous indebtedness incurred during the first four years.

Besides the fiscal plus, more importantly, is the activity of the Center for everything from ballet, symphony, and ice shows, to conventions, seminars, boxing, and tennis. The benefits resulting from the attendance at these events is unmeasurable in providing the education and entertainment to our guests as well as the intangible contributions to the resurgence of the downtown area.

Overall use was up 12% in the complex. General speaking, all buildings showed an increase except the auditorium--this a result of less rock concerts and few wrestling matches.

The economy had its greatest impact on touring concert artists and their support from record companies. Wrestling, a popular activity in past years, virtually was nonexistent due to the loss of promoters.

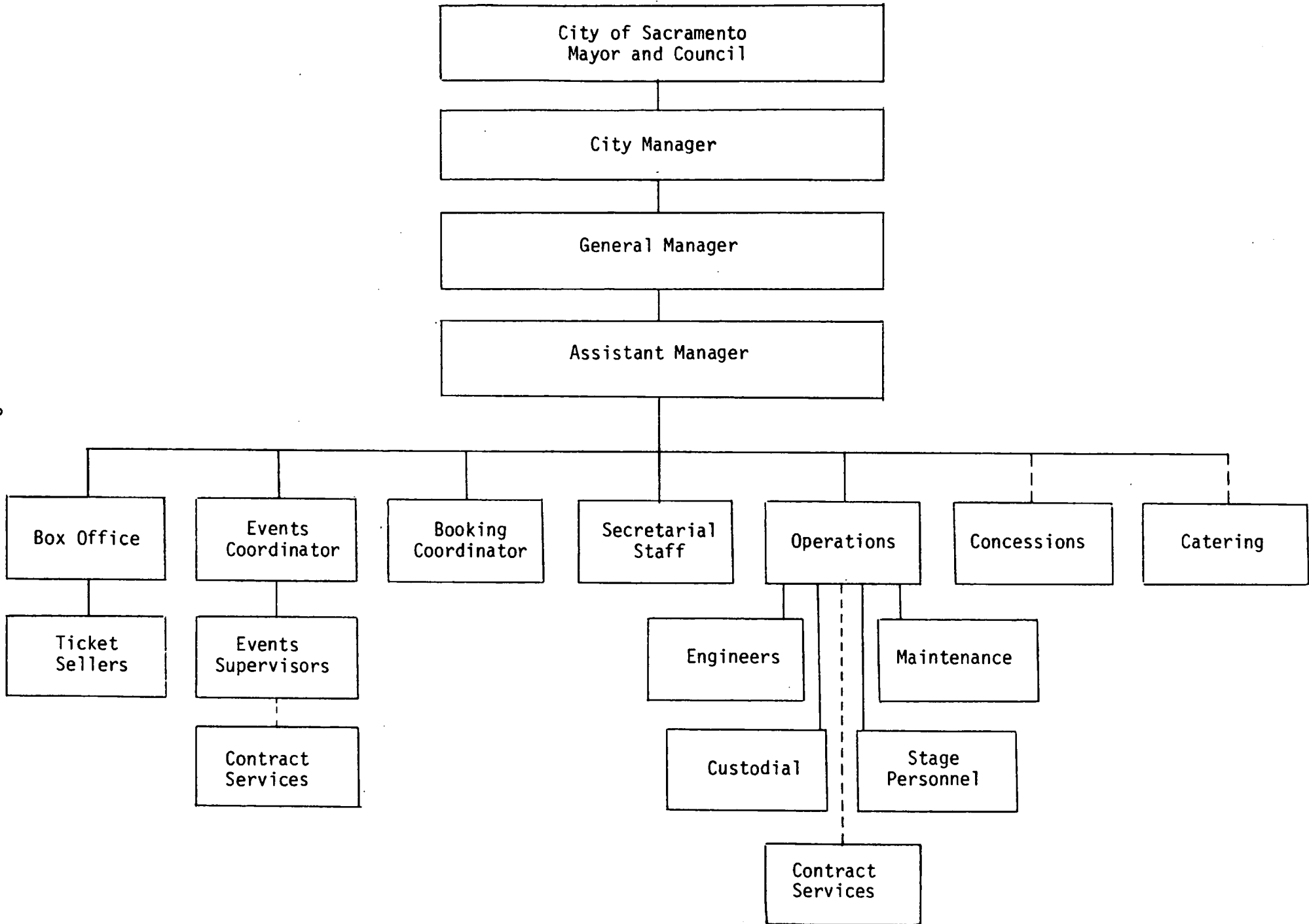
Changes in the catering contract resulted in three qualified firms providing food service. This area of revenue proved to be the greatest single percentage increase of income received (\$65,351), a whopping 55%.

As in the past, the Community Center Department, is pleased to present this report. From the progress we have made, we continue to be challenged with our service and commitment to the community.

We hope that you too will be as proud as we are as you read on.



Sacramento Community/Convention Center  
ORGANIZATIONAL CHART



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## PROFILE

1979-80 was a year of continued evaluation and cautious optimism. Working within the constraints of a "hold the line" budget during these inflationary times is most difficult. Extreme caution was exercised over the fiscal planning.

Employee Services were increased to allow for wage and fringe benefit increases and Other Services showed an increase to repay the General Fund. All other areas remained the same or monies were shifted through more stringent cost control procedures by staff. Where we are hurt is in areas we cannot control.

This year, through energy conservation and strict monitoring, the Center was able to reduce utility costs by 12%. This occurred even after rate increases by the utility companies.

The Center revenue picture is even brighter, with over a million dollars from all sources and an additional two million dollars from transient occupancy taxes, allowing for a surplus to the Community Center Fund of nearly \$100,000.

### Booking and Event Coordination

The Center was required for use 331 days during the period July 1, 1979, through June 30, 1980. With more than 622 building agreements, 160 catering permits, and 6 decorator permits issued, the staff kept busy. These agreements and permits represent 1,331 events within the four buildings, attended by 834,752 guests, an increase of 4.8%.

Once an event is booked, the hours of work necessary and the coordination of all requirements is started. Being available on a 24-hour basis places additional burdens on staff to be on duty to supervise the requirements of these licensees.

### Box Office

Through the combined efforts of this division and the Department of Finance, all systems were reevaluated. A better understanding of the system was gained and further progress was made to service the customers.

For the first time, the Box Office handled group sales for an event: Ice Capades. The effort was successful and set a precedent that will be followed in the future.

There will always be a correlation of the number of events to box office revenue, and although down 3.9% this year, the Box Office is a tremendous service and is not an expense burden.

With additional sales as an outlet for outside attractions, having computerized tickets available from Ticketron and BASS, the Community Center Box Office gains in popularity as the location to go for entertainment events.

This year the Box Office sold tickets for 205 events, with a gross income of \$2,009,920, with the City share for fees and taxes of \$170,516.

### Operations

Obviously, with over 800,000 people through the facilities each year, the physical plant is in need of constant upkeep. The efforts of the Operations Division is dualled by the booking of events and are clearly in command.

Although there continues to be vacancies in certain positions, the staff must be commended for their dedicated hard work, resulting in continued compliments in the appearance of the facility.

With the selection of the architect and the team of consultants, the Memorial Auditorium refurbishing program report was finalized. During this next year, working drawings will be completed with actual construction to commence during fiscal 1981-82 on that building's deficiencies.

### Food and Beverage

Through the services of three Sacramento catering firms, the Center facilities were used 369 times for food functions and coffee services. This produced \$65,381 in City revenue.

The area of banquet food was one that needed attention and additional promotion. With a reevaluation of the catering contracts and guarantees required, the firms promoted the use of the Center to their clients, thus increasing this business, which was mutually beneficial.

Volume Services of California was the successful bidder for the food and beverage concession contract that expired June 29, 1980. Their services for this past year generated \$124,649 in revenue for the Center from the sale of food and beverages at the concession stands.

T-shirt, novelty, and program sales at various attractions are increasingly popular, and with the percentage of gross sales paid to the City, the income was \$8,341, up 28.3%. Additional revenue was received from miscellaneous fees collected, amounting to \$14,952.

### Facilities

With such sold-out events as Kenny Loggins, Ice Capades, Sacramento Symphony, Charlie Pride, The Koslovs with the Capital City Ballet, Leo Buscaglia, Pablo Cruise, and the Duran vs. Leonard Closed Circuit Fight, among others, the entertainment palate was satisfied for many of our citizens.

In addition to these events, the Center facilities were used for meetings, seminars, conventions, and trade shows, with income produced for rent, labor, and equipment of \$667,898, an increase of 4.0%.

The flexibility of the Center does offer to anyone an opportunity to use the space for any desired use. This, coupled with the professional staff, accounts for the fact that of 14 conventions booked this year, 7 were repeat users.

### SUMMARY

As in the past, the Center is answering the meeting and entertainment needs of our community. The accomplishments will only provide added stimuli for our direction in the future.

Through the proper management, fiscal scrutiny, professional service, and clean facilities, the Center will continue to attract business and offer more to the guests attending events and visiting our city.

Whatever success that has been achieved is owed to the continued support of the city and, in particular, to those of you who use the Sacramento Community/Convention Center. Thank you for your help, cooperation, and contributions.

Sacramento Community Center

USAGE PER BUILDING  
1979-80

<u>Month</u>	<u>Memorial Auditorium</u>	<u>Theater</u>	<u>Activity Building</u>	<u>Exhibit Hall</u>	<u>Monthly Total</u>
July	6	3	32	23	64
August	11	4	48	14	77
September	18	6	42	20	86
October	12	19	73	22	126
November	14	15	52	16	97
December	5	22	50	14	91
January	5	13	67	11	96
February	16	22	77	32	147
March	12	37	83	28	160
April	13	25	69	34	141
May	19	13	64	28	124
June	16	21	60	25	122
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TOTAL USES PER BUILDING	147	200	717	267	1331
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COMPARISON 1978-79	180	164	628	216	1188

Sacramento Community Center

USAGE BY TYPE OF EVENT  
1979-80

"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	70	0	190	0	9	0	13	0	282	0
Classical: Ballet, Symphony, Etc.	1	0	0	0	57	26	0	0	58	26
Contemporary	0	0	0	0	36	2	13	4	49	6
Conventions	36	11	42	6	27	1	19	2	124	20
Country	0	0	0	0	3	0	0	0	3	0
Family	0	0	0	0	3	0	18	5	21	5
Government	37	3	199	2	6	0	0	0	242	5
Rock	0	0	0	0	0	0	19	0	19	0
Service: Fraternal/ Religious	49	8	270	5	30	0	29	1	378	14
Sports	0	0	0	0	0	0	24	0	24	0
Trade Shows	31	21	2	1	0	0	0	0	33	22
<b>TOTAL</b>	<b>224</b>	<b>43</b>	<b>703</b>	<b>14</b>	<b>171</b>	<b>29</b>	<b>135</b>	<b>12</b>	<b>1233</b>	<b>98</b>
<b>COMPARISON 1978-79</b>	<b>180</b>	<b>36</b>	<b>622</b>	<b>6</b>	<b>143</b>	<b>21</b>	<b>152</b>	<b>28</b>	<b>1097</b>	<b>91</b>

Sacramento Community Center

SOLD OUT EVENTS  
1979-80

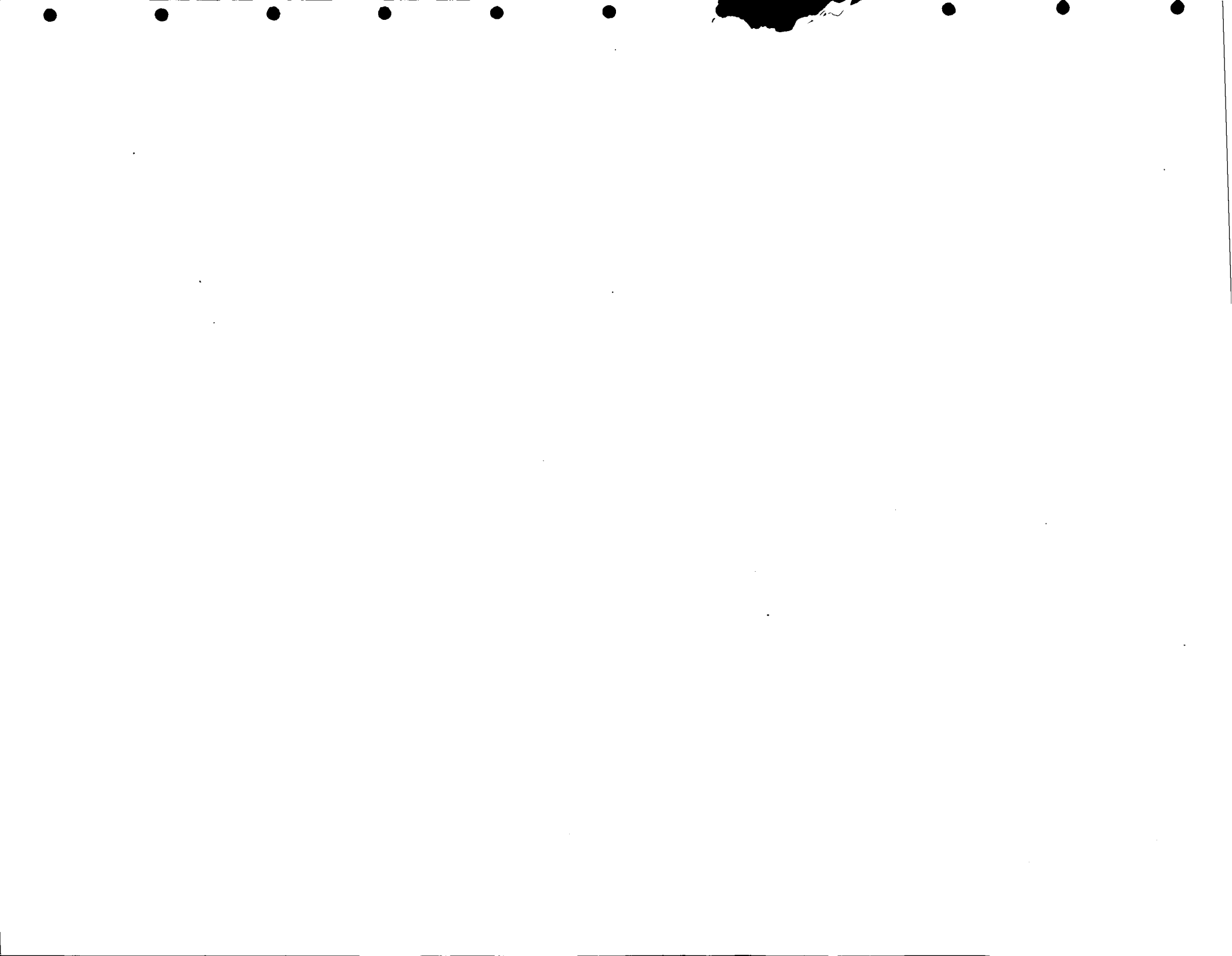
<u>Date</u>	<u>Event</u>	<u>Building</u>
Sep. 20	KENNY LOGGINS	Memorial Auditorium
Sep. 25-30	ICE CAPEDES	Memorial Auditorium
Oct. 13-14	STEVEN DE GROOTE, PIANIST/ SACRAMENTO SYMPHONY	Theater
Oct. 16	KINDER KONZERTS	Theater
Nov. 10	CHARLIE PRIDE	Theater
Nov. 24	KOSLOVS/CAPITAL CITY BALLET	Theater
Dec. 1-2	NOBUKO IMAI, VIOLINIST/ SACRAMENTO SYMPHONY	Theater
Dec. 7	LEO BUSCAGLIA	Theater
Dec. 12-16	NUTCRACKER BALLET (8 performances)	Theater
Dec. 14	PABLO CRUISE	Memorial Auditorium
Dec. 21	HANDEL'S "MESSIAH"	Theater
Jun. 12	GLENN YARBROUGH	Theater
Jun. 20	DURAN VS. LEONARD, CLOSED CIRCUIT BOXING FIGHT	Memorial Auditorium



Sacramento Community Center

SUMMARY OF BUILDING AND EQUIPMENT RENTAL  
1979-80

<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	57,771	\$ 4,155	\$ 6,779	\$ 2,653	\$ 5,410	\$ 21,600	\$ 40,597
August	29,246	2,796	12,144	2,400	12,906	5,702	35,948
September	52,990	2,652	23,507	3,981	11,932	13,996	56,068
October	89,395	3,602	10,660	5,940	19,057	20,838	60,097
November	67,496	3,632	6,667	11,854	9,214	9,067	40,434
December	58,303	1,435	8,967	15,372	13,916	11,449	51,139
January	56,075	3,304	5,227	7,890	9,747	9,848	36,016
February	109,935	5,442	13,179	11,495	15,770	20,907	66,793
March	90,128	6,373	13,038	12,342	11,156	16,170	59,079
April	94,803	10,722	19,121	14,412	19,975	22,411	86,641
May	65,919	7,328	28,044	7,018	11,567	17,195	71,152
June	71,691	9,717	16,400	17,655	10,194	9,968	63,934
<b>TOTAL</b>	<b>843,752</b>	<b>\$61,158</b>	<b>\$163,733</b>	<b>\$113,012</b>	<b>\$150,844</b>	<b>\$179,151</b>	<b>\$667,898</b>
<b>COMPARISON 1978-79</b>	<b>804,749</b>	<b>\$53,669</b>	<b>\$185,344</b>	<b>\$108,661</b>	<b>\$155,604</b>	<b>\$138,714</b>	<b>\$641,992</b>



Sacramento Community Center

CATERING, CONCESSIONS, AND MISCELLANEOUS INCOME  
1979-80

<u>Month</u>	<u>Concessions</u>	<u>Misc. Concessions</u>	<u>Catering Fees</u>	<u>Misc. Income</u>	<u>Monthly Total</u>
July	\$ 4,761	\$1,022	\$ 4,434	\$ 4,930	\$15,147
August	5,612	716	3,734	630	10,692
September	10,946	1,062	3,749	391	16,148
October	11,802	271	5,993	1,502	19,568
November	7,395	176	1,864	1,607	11,042
December	10,747	280	2,834	1,941	15,802
January	5,559	481	5,612	187	11,839
February	15,702	1,174	5,389	514	22,779
March	11,703	1,017	6,758	1,007	20,485
April	17,256	791	9,242	383	27,672
May	12,328	1,351	7,017	1,670	22,366
June	10,838	0	8,755	190	19,783
<b>TOTAL</b>	<b>\$124,649</b>	<b>\$8,341</b>	<b>\$65,381</b>	<b>\$14,952</b>	<b>\$213,323</b>
<b>COMPARISON 1978-79</b>	<b>\$107,350</b>	<b>\$6,501</b>	<b>\$42,180</b>	<b>\$16,864</b>	<b>\$172,895</b>

Sacramento Community Center

CATERING AND CONCESSION EVENT DAYS  
1979-80

<u>Month</u>	<u>Concessions</u>	<u>Miscellaneous Concessions</u>	<u>Catering</u>	<u>Total Catering Revenue</u>	<u>Dorman's Catering</u>	<u>Kato's Katering</u>	<u>Volume Service Catering</u>	<u>Volume Service Coffee</u>
July	15	11	12	\$ 4,434	0	1	7	4
August	20	3	17	3,734	1	0	14	2
September	27	12	20	3,749	2	0	14	4
October	36	3	36	5,993	1	1	19	15
November	30	3	26	1,864	1	0	12	13
December	32	3	29	2,834	2	0	12	15
January	25	6	28	5,612	0	3	17	8
February	48	2	38	5,389	3	1	22	12
March	46	4	44	6,758	2	2	32	8
April	47	5	45	9,242	2	1	27	15
May	39	7	42	7,017	1	0	30	11
June	24	0	32	8,755	2	1	20	9
<b>TOTAL</b>	<b>389</b>	<b>59</b>	<b>369</b>	<b>\$65,381</b>	<b>17</b>	<b>10</b>	<b>226</b>	<b>116</b>
<b>COMPARISON 1978-79</b>	<b>351</b>	<b>72</b>	<b>235</b>	<b>\$42,180</b>	<b>18</b>	<b>15</b>	<b>96</b>	<b>96</b>

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Sacramento Community Center

BOX OFFICE REPORT  
1979-80

<u>Month</u>	<u>Ticket Gross Income</u>	<u>Box Office (Net)</u>	<u>Taxes</u>	<u>Number of Shows</u>
July	\$ 97,684	\$ 4,182	\$ 4,617	7
August	124,249	5,501	5,881	8
September	264,293	12,332	11,634	20
October	110,766	5,188	4,420	16
November	126,703	5,867	4,737	14
December	262,310	11,245	5,736	26
January	48,523	2,211	2,031	10
February	132,690	8,108	5,091	21
March	231,452	10,792	10,214	21
April	215,974	9,161	9,049	25
May	214,587	9,748	9,064	23
June	180,689	6,563	7,144	14
<hr/>				
TOTAL	\$2,009,920	\$90,898	\$79,618	205
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COMPARISON 1978-79	\$2,401,313	\$94,575	\$94,758	240

Sacramento Community Center

FISCAL SUMMARY  
1979-80

<u>Month</u>	<u>Building/ Equipment Rental</u>	<u>Concessions, Catering, Misc. Income</u>	<u>Box Office (Net)</u>	<u>Admission Tax</u>	<u>Event Days</u>	<u>Attendance</u>
July	\$ 40,597	\$ 15,147	\$ 4,182	\$ 4,617	64	57,771
August	35,948	10,692	5,501	5,881	77	29,246
September	56,068	16,148	12,332	11,634	86	52,990
October	60,097	19,568	5,188	4,420	126	89,395
November	40,434	11,042	5,867	4,737	97	67,496
December	51,139	15,802	11,245	5,736	91	58,303
January	36,016	11,839	2,211	2,031	96	56,075
February	66,793	22,779	8,108	5,091	147	109,935
March	59,079	20,485	10,792	10,214	160	90,128
April	86,641	27,672	9,161	9,049	141	94,803
May	71,152	22,366	9,748	9,064	124	65,919
June	63,934	19,783	6,563	7,144	122	71,691
<b>TOTAL</b>	<b>\$667,898</b>	<b>\$213,323</b>	<b>\$90,898</b>	<b>\$79,618</b>	<b>1331</b>	<b>843,752</b>
<b>COMPARISON 1978-79</b>	<b>\$641,992</b>	<b>\$172,894</b>	<b>\$94,575</b>	<b>\$94,758</b>	<b>1188</b>	<b>804,749</b>

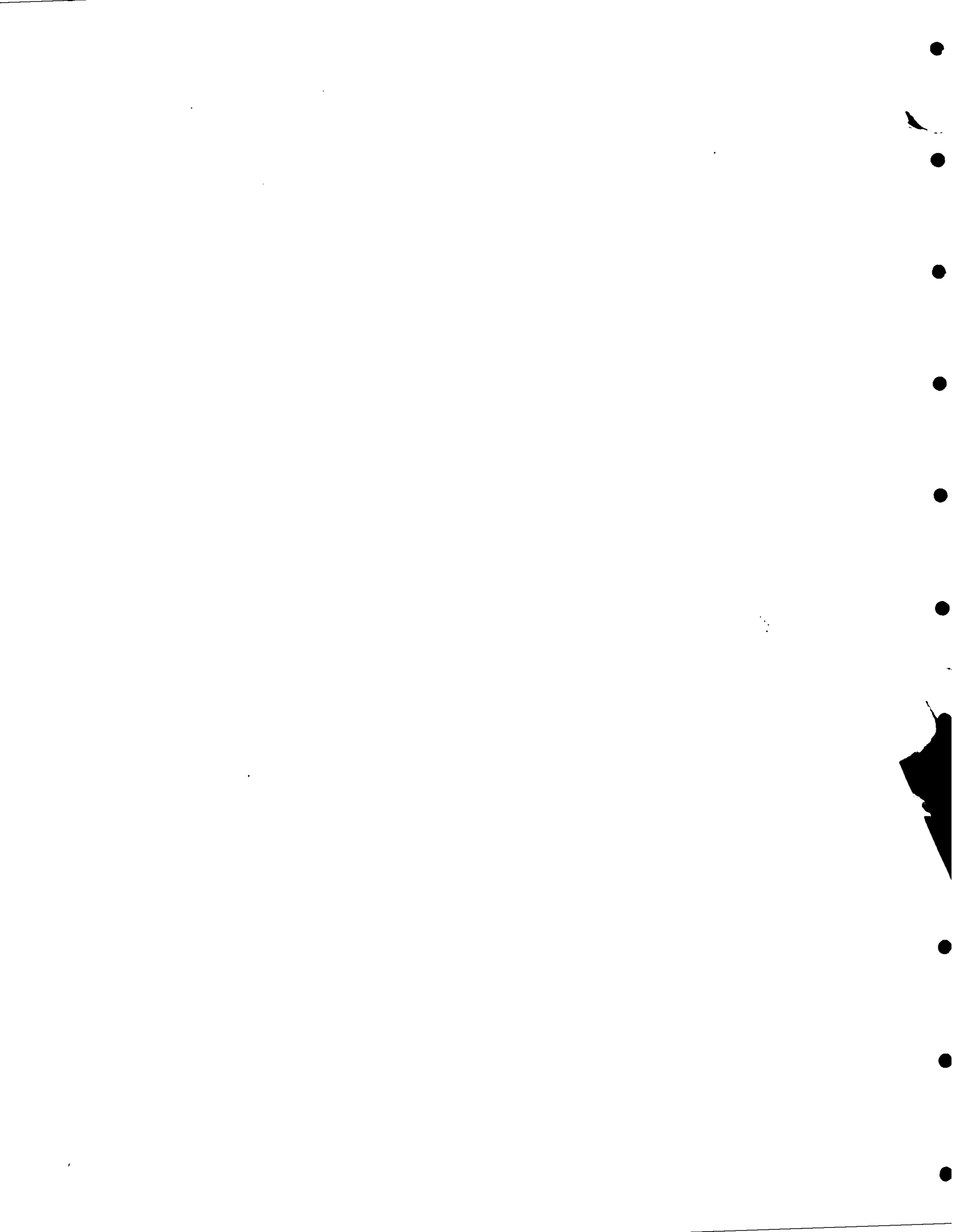
Sacramento Community Center

REVENUE SUMMARY

	<u>1978-79</u>	<u>1979-80</u>
Rental, Buildings, and Equipment	\$641,992	\$667,898
Concessions	107,350	124,649
Catering	42,180	65,381
Miscellaneous Concessions	6,501	8,341
Miscellaneous Income	16,864	14,952
Box Office	94,575	90,898
Admission Tax	94,759	79,618
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TOTAL	\$1,004,221	\$1,051,737
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Transient Occupancy Tax (City and County Contribution)	\$1,903,844	\$2,071,845
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Sacramento Community Center

PRELIMINARY EXPENDITURES SUMMARY

	<u>1978-79</u>	<u>1979-80</u>	
	<u>Actual Expenditures</u>	<u>Budget</u>	<u>June 30 Expenditures</u>
Employee Services	\$ 707,564	\$ 922,802	\$ 866,928
Other Services, Supplies	1,980,538	2,298,562	2,147,661
Equipment	1,012	12,463	13,193
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OPERATING TOTAL	\$2,689,114	\$3,233,827	\$3,027,782
<hr/>			
Rental, Real Property	\$1,368,750	\$1,378,000	\$1,378,000



# CITY OF SACRAMENTO

## OFFICE OF THE CITY CLERK

915 I STREET  
CITY HALL ROOM 308

SACRAMENTO, CALIFORNIA 95814  
TELEPHONE (916) 449-5426

LORRAINE MAGANA  
CITY CLERK

### MEMORANDUM

TO: BUDGET AND FINANCE COMMITTEE

FROM: LORRAINE MAGANA, CITY CLERK *LM*

SUBJECT: REFERRAL OF ITEM NUMBER 35, COUNCIL  
AGENDA OF NOVEMBER 5, 1980

DATE: NOVEMBER 7, 1980

Pursuant to Council action, the following item is referred to your Committee for hearing, report and recommendations:

SACRAMENTO COMMUNITY CONVENTION CENTER  
YEAR 6, ANNUAL REPORT

LM/mm/35

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