



Community Center Fund

March 3, 2015

Community Center Fund

The Community Center Fund, which accounts for the operation of the Sacramento Convention Center Complex (including the Community Center Theater and Memorial Auditorium), 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.

- FY2014/15 Revenue Budget is \$25.6 million
 - TOT - \$17.7 million
 - User Fees, Interest, and Facility Fees - \$7.9 million
 - Use of 0.6 million of the available \$2.0 million in fund balance
- FY2014/15 Expenditure Budget is \$26.2 million
 - Operating Expenses - \$14.3 million
 - Debt Service - \$8.2 million
 - Liquidity Reserve for ESC - \$2.0 million
 - Capital Improvement - \$1.7 million

Finance Detail

Community Center's Annual Operating Budget

Partners Support

- Old Sacramento - \$68,156
- Sacramento Zoo - \$69,892
- Crocker Art Museum - \$111,903
- History/Science Center - \$16,260
- Power House Science Center - \$16,260
- Sacramento Convention and Visitor's Bureau - \$1.3 million

Total: \$1.5 million



Allocations to the General Fund

- 10% of User Fee revenue and 2% of TOT revenue (in lieu) - \$1.1 million
- Cost Plan - \$ 1.4 million
- Property Tax - \$452,000

Total: \$3.0 million

Liquidity reserve for ESC - \$2.0 million annually (FY15, FY16, and FY17)

Event Services



Over 200 full- and part-time City employees supported 382 events in FY2013/14

- 77 Conventions / Conferences / Tradeshows / Consumer shows
- 156 Meetings
- 63 Performing Arts / Entertainment = 144 performances
- 49 Galas, Banquets, and Weddings
- 37 Graduations



Total Complex Attendance = 900,000
Hotel Room Nights Generated = 80,000
Economic Impact = \$78 Million*

*Source: International Association of Venue Managers Economic Estimator

Accomplishments



Events

- Wizard World Consumer Show (Comic Con) – 30,000 attendees
- SacAnime – 13,000 attendees
- Unified Wine & Grape Symposium – 14,500 attendees
- Almond Board of CA Annual Conference – dinner for 4,000
- Wicked – 25,000 audience

Projects

- Replaced back-up plant generator
- Installed energy efficient Exhibit Hall lighting
- Replaced column up-lighting with energy efficient LED lights
- Opened farm-to-fork inspired food retail concept – Apizza



In the Community



Partnerships

- Over \$17,000 worth of leftover meals provided to the Union Gospel Mission Food Bank
- Over 300 pounds per week of pre-consumer food scraps donated to the Green Restaurant Association of Sacramento (GRAS)
- \$10,000 to the St. Hope Public Schools Edible Garden Program
- Events with Make-A-Wish, March of Dimes, Sacramento Food Bank, Sacramento Ballet Gala, California Musical Theater Broadway Series, and Two in Tune (Opera/Philharmonic)

Awards

- Recognized by industry peers with the Facility Prime Site Award
- In-house Classique Catering voted Best Caterer by Sacramento Magazine
- Certified Participant in the Sacramento Municipal Utilities District (SMUD) Green Energy Program