

File

SPECIAL MEETING

Tuesday, December 16, 1986

JOINT TRANSPORTATION AND COMMUNITY DEVELOPMENT/BUDGET AND FINANCE COMMITTEE AGENDA

2:00 P.M.

City Council Chambers
915 I Street
Sacramento, CA

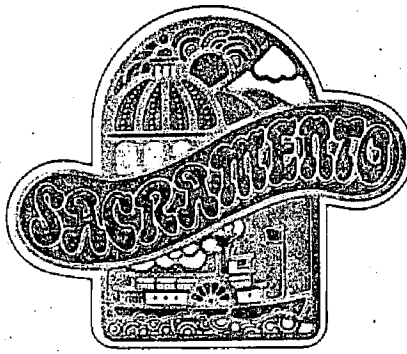
SUBJECT: 1. Reuse of Memorial Auditorium

NOTE: A SPECIAL MEETING OF THE CITY COUNCIL, TO BE HELD IN CLOSED SESSION, WILL BEGIN AT 4:00 P.M.

COMMITTEE MEMBERS: Serna, Pope, Johnson, Chinn, Robie, Shore, Kastanis, Smallman

1. Reuse of Memorial Auditorium

Other material will be distributed at the meeting.



COMMUNITY/CONVENTION CENTER
CITY OF SACRAMENTO

December 8, 1986

Report Back

Budget & Finance Committee
Transportation & Community Development Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Comparable Use/Revenue
Memorial Auditorium/Arena and Memorial Auditorium/Theater

SUMMARY

At the joint committee meeting, November 18, 1986, Council Member Pope requested information regarding the potential use and revenue for each alternative presented by the Task Force Report.

The attached (Exhibit A) provides the information of potential use based on our best opinion of the local organizations and industry trends at this time.

Only two categories offer the same potential use with either facility type. Specifically, the family show Sesame Street and meetings, seminars and graduations will be able to use the facility in either case.

Because we intend to expand the Community Center Exhibit Hall, as was pointed out to the Task Force, events that would use the main floor space of the Memorial Auditorium will be accommodated by the expanded Center if a promoter wishes to book the downtown facilities.

BACKGROUND

Task Force members were informed of the reduced use of Memorial Auditorium by event type over the past few years. This reduction is a result of economic trends in the industry, the competition in facilities in the area and inadequacies in the building itself.



The reduction of use of Memorial Auditorium is contracted by an increase in use of the Community Center Theater and Exhibit Hall.

Staff recognizes the need for the community facilities and has recommended the need for expansion and concurred with the recommendation to the conversion of the Memorial Auditorium to a fixed seat theater use concept as the best of all alternatives explored.

The multi-use functions of the building, as noted by the architects, cannot provide the true acoustics and sight lines necessary for proscenium stage presentations. While a certain segment of the community was invited to support the Theater concept, it was noted that other presentors were called regarding the project. Sports and rock promoters are interested in capacity. How can they make the most money? While the Auditorium/Arena would be more to their advantage, the alternatives in the community now (Arco Arena) are more lucrative.

The Ice Capades management did indicate that the reduction in seating capacity would eliminate the facility from their tour.

Keeping in mind the alternatives available and the present and future needs for the community, the selection of the Memorial Auditorium/Theater by the Task Force is the better option.

FINANCIAL

The types of events as noted certainly change the revenue generated. The reduction in Auditorium/Arena capacity does not justify a percentage rental as was done prior to closure. The Theater would maintain the same type structure as the existing Community Center Theater with a rental maximum.

For this exercise the author has estimated the rental cost to be similar due to capacity similarities and other qualities. The average rental is based on \$2,000 or 66% of a top rental of \$3,000.

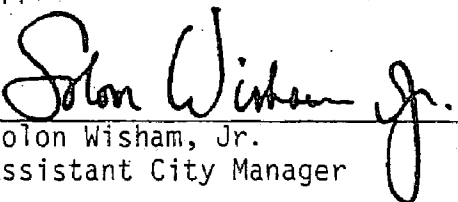
RECOMMENDATION

It is recommended that the Joint Committee review the information. No action required. Staff is available to answer any questions.

Respectfully submitted,

Sam J. Burns, Director
Sacramento Community/Convention Center

Approved:


Solon Wisham, Jr.
Assistant City Manager

(EXHIBIT A)

<u>Type Use</u>	<u>Memorial Auditorium/Theater</u>	<u>Memorial Auditorium/Arena</u>
Banquet-Reception	-	-
Classical (Ballet-Opera-Symphony)	50	-
Contemporary	12	6
Country	2	4
Rock	-	10
Dance	-	4
Sport		20
Family *	8	8
Meetings (Seminars-Conferences/Conventions) (Graduations)	12	12
Stage Related (Musicals-Lectures-Drama)	20	6
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	** 104	70
* Sesame Street - either		
* Does not include move-in-out-rehearsal		
w/**	25 minimum	12
REVENUE		
@ \$2,000 average	\$208,000	\$140,000