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COMMUNITY/CONVENTION CENTER  
City of Sacramento  
ADMINISTRATION OFFICES

June 13, 1989

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

**SUBJECT: A. USE OF THE CENTER**

**SUMMARY**

This report outlines the present level of use of the existing Community/Convention Center (Center). Statistics are provided for both the overall use of the Center and for each separate functional component such as the Exhibit Hall, the Activity Building, and the Theater.

**BACKGROUND**

This report is the first report in a series of reports back requested by the Budget and Finance Committee. The report addresses the level of the use of the existing Community/Convention Center. The following statistical data has been derived from actual use during the 1987-88 fiscal year. This data represents the most recent full year of data on the usage of the Center.

The Center is comprised of a complex which includes a 50,000 square foot Exhibit Hall, an Activity Building which houses 10 meeting rooms and support facilities on two floors, a Theater, and the currently-closed Memorial Auditorium. During the 1987-88 fiscal year the entire complex hosted 1,230 event days which were attended by 768,460 people. Dark days, days when the Center was completely empty, consisted of 16 days for the year. Overall, the complex was used in some form 96% of the calendar days in the 1987-88 fiscal year. Because the 1,230 event days represent a variety of uses as well as a mix of uses of different parts of the complex, more detail on what the event days represent is presented below. In addition to the following information, the Proposed 1989-90 Budget contains graphs that depict the specific usage of each portion of the Center (see page D13 of the Proposed

Budget).

Exhibit Hall

The 50,000 square foot Exhibit Hall is designed to function as one large hall of unobstructed space, or may operate independently as three smaller halls. The Exhibit Hall was used 85% of all calendar days during the 1987-88 fiscal year. For the purposes of calculating, the Department assumes that there are 309 desirable calendar days each year with approximately 56 days that are undesirable due to holidays or maintenance, repair, and cleaning. If undesirable dates such as Christmas to New Year's or the Easter holidays were added to the calculation, the Exhibit Hall use would be slightly higher, but these days are not normally booked. If the undesirable days are added to the 85% actual rental usage and then maintenance, repair, and cleaning days are added, the Department considers the Exhibit Hall to be operating at maximum capacity.

Tradeshows and conventions comprise the primary uses of the Exhibit Hall occupying 153 event days of the total 309 desirable calendar days.

The Exhibit Hall can be rented in 1/4, 1/2, 3/4, or whole increments. The entire hall was used 40% of the available calendar days and 1/2 to 3/4 of the hall was used 75% of the available/desirable calendar days. Use of less than 1/2 of the Exhibit Hall makes up only a small percentage of the usage. When the above uses are combined, they represent the 85% usage mentioned above and represent an Exhibit Hall operating at maximum capacity.

Many clients would have used more space had it been available.

Activity Building

The Activity Building provides 10 meeting rooms on two floors with seating capacity from 40 to 1,500 for meetings and 24 to 1,000 for dining. These rooms are often used independently on a small scale or in conjunction for a larger event. The Activity Building hosted 624 event days for meetings and seminars and banquets and receptions. Of these events, the meetings and seminars are the primary use. An event day represents an individual event, or activity, that is held at the Center. The Activity Building was used 330 calendar days during the 1987-88 fiscal year, or 90% of all calendar days.

Theater

The Theater seating capacity is 2,436. The Theater is outstanding in its complete flexibility of acoustics, lighting, and staging. It is capable of accommodating with equal ease opera, Broadway productions, lectures, meetings, amplified concerts, and symphony concerts. Primary users of the Theater are the local performing arts and other nonprofit organizations. These local groups comprise over 80% of the Theater use. Theater rates are established with a rate for commercial users and a discounted rate for non-commercial users. An additional discount is applied for those nonprofit organizations requiring multiple dates. The Theater is currently used to near capacity. Theater use for the 1987-88 fiscal year was 299 calendar days, or 82% of the calendar days.

Statistics clearly show that the use of the Theater is primarily local. For the 1987-88 fiscal year, 254 of the 318 event days were local and 64 were out-of-town users. For the current fiscal year, prebooked weekends, dates which are reserved during September 1988 through May 1989, the use shows 74% local arts, 10% Broadway, 5% conventions, and 10% unbooked. The 10% unbooked calculates out to 4 weekends which include the Christmas and New Year's holiday weekends. The Department will hold certain weekends open for future bookings as necessary in order to balance the use of the Theater. Exhibit I depicts the Theater weekend prebookings.

Exhibit II provides statistics on the make-up of users of the Theater.

Exhibit III provides a list of the range of clientele and events held at the Center.

Exhibit IV is the Center's Events Calendar for 1988-89.

In summary, the Community/Convention Center strives for maximum use of the Center with a balanced menu of entertainment, education, conventions and leisure time activities. The Center is reaching a point where it will be unable to accomodate expanded needs. Encouraging the Center's wide range of users and balancing dates for the peak use periods is a continuing goal of the Department. In order to achieve this balance, the Department will hold back certain booking dates until that balance can be achieved. The size of activities and use of the Center continues to grow each year.

Respectfully submitted,

*Sam J. Burns*  
SAM J. BURNS  
Director

Approved:

*for* *Jack R. Crist*  
JACK R. CRIST  
Deputy City Manager

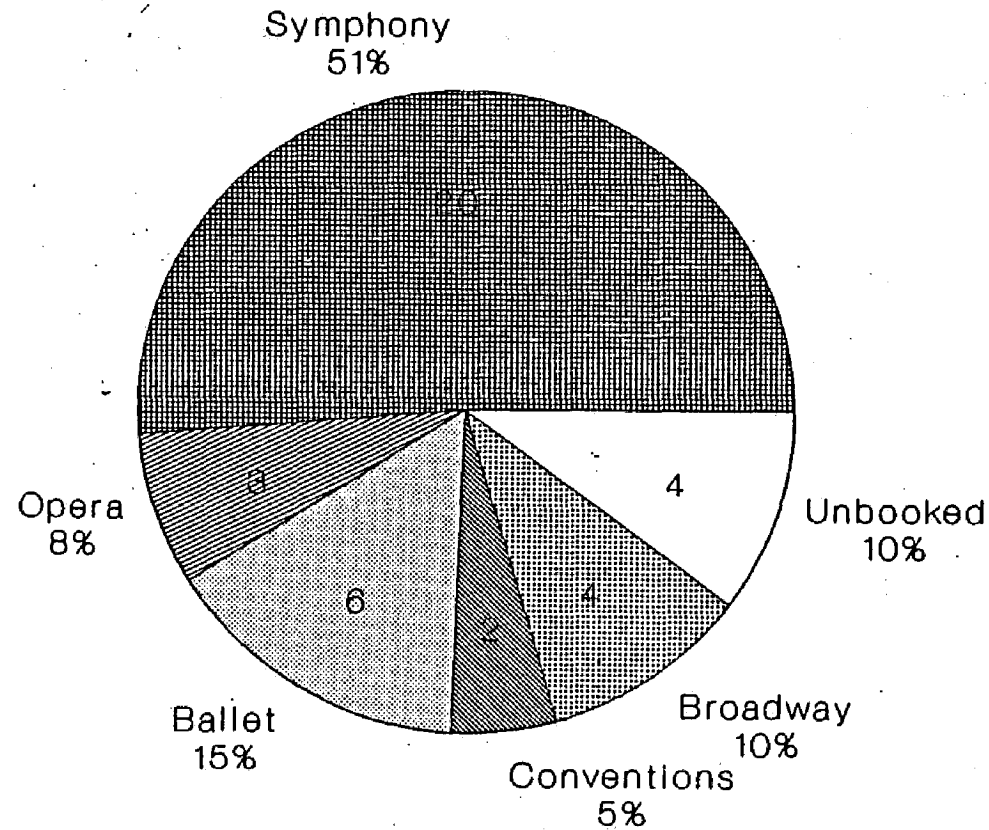
June 20, 1989  
All Districts

Contact Person to  
Answer Questions:

Barbara E. Bonebrake, Management Officer  
449-5291

# THEATER WEEKEND PREBOOKINGS

September 1988 - May 1989

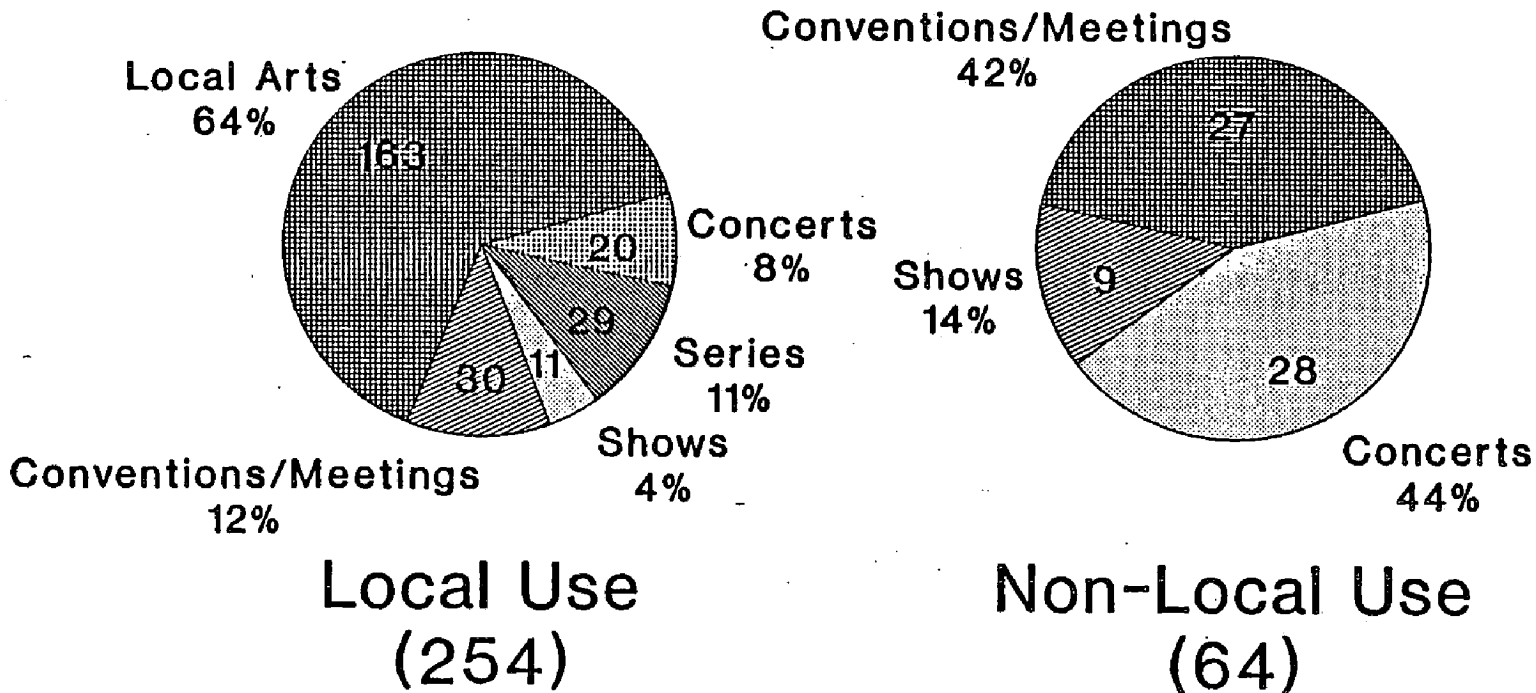


Unbooked events include two holidays

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# THEATER USAGE

## FY 1987-88



Local Arts Include:  
Symphony/Opera/Ballet

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## USERS OF CENTER

The Community/Convention Center hosts a variety of events from annual Cinco de Mayo to Ebony Faire to Camellia Festival. In addition, a variety of conventions/conferences special attractions, trade/exhibit shows, concerts/entertainment and exams. Following is a list by category from Fiscal Year 1986-87:

## Conferences/Conventions:

California School Employees Association  
Western United States of America Market Week  
Western Tourism Conference  
Society of Barber Shop Quartet Singing in America  
Worldwide Church of God  
Mustard Seed, Catholic Diocese  
California Democratic Party  
Governor's Conference on Tourism  
Institute In Basic Youth Conflicts  
Sweet Adelines  
California Music Educators Association  
California State Square Dancers  
California Association of VICA  
California Federation of Republican Women  
History Days of California  
California Hawaii Elks Association  
Government Technology Conference  
United Methodist Church

## Special Attractions

Greek Food Festival  
Host Breakfast  
Harvest Festival  
Sacramento Safari Club  
Craft Festival  
Camellia Show and International Festival  
Capitol City Quilt Festival  
Business Opportunity Show  
Pacific Regional Ballet  
China  
Jazz Jubilee  
Wrestlemania II

Trade/Exhibit Shows

Sacramento Antique Gun and Coin  
Bustamante Antique Show and Sale  
Vintage Shorthair Cat Show  
West Coast Western Market  
Office Products Show  
Northern California Rabbit Breeders Assoc.  
Professional Recreational Vehicles Show  
The Brides' Affair  
Levin's Automotive Supply Show  
Sacramento Travel Fair  
The Travel Market Place  
Sacramento Industrial Show  
Best of Everything Trade Show  
Gem and Lapidary Association

Concerts/Entertainment

Yakof Smirnoff  
Julian Lennon  
Cleveland Symphony  
Paul Taylor Dancers  
Ther Romeros  
Midsummer Night's Dream  
Jay Leno  
Mark Russell  
Beach Blanket Babylon  
Sleeping Beauty  
Sacramento Symphony Season  
Joffrey Ballet

Exams

State of California Registered Nurses  
State of California Licensed Vocational Nurses  
State of California Veterinary Medicine  
State of California Contractors  
State of California Pharmacy Exam  
Plumbers Exam  
Real Estate Exam  
State of California Architectural Examiners



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Full calendar of events available at the Community Center offices.

JUNE 1989

CITY OF SACRAMENTO

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# Calendar of Events

★ SACRAMENTO COMMUNITY CONVENTION CENTER

DATE/DAY	EVENT	LOCATION	TIME	TICKETS	
1	Th	State Dept. of Food & Agriculture	Ex. Hall C	9:00 am	
1	Th	Rotary Club Luncheon	Yolo Room	11:30 am	
1	Th	BRIAN TRACY, LECTURE	Ex. Hall A	1:00 pm	Call 920-9300
1	Th	ZIG ZIGLAR, LECTURE	Ex. Hall A	6:30 pm	Call 920-9300
1	Th	Plumbers Exam	Sutter Room	7:30 pm	
1	Th	"OBA OBA", BRAZILIAN REVUE	Theater	8:00 pm	\$28.00 to 18.00
2	F	"OBA OBA", BRAZILIAN REVUE	Theater	8:30 pm	\$30.00 to 20.00
3	Sa	"OBA OBA", BRAZILIAN REVUE	Theater	2:00 pm/ 8:30 pm	\$25.00 to 15.00 \$30.00 to 20.00
3	Sa	STEVIE B. CONCERT	Exhibit Hall	8:00 pm	\$18.50
5-9	M-F	U.S. Army Corps of Engineers	Nevada Room	8:00 am	
5	M	Christian Brothers High School Graduation	Theater	6:30 pm	
6-8	Tu-Th	Sacramento Convention & Visitors Bureau	Yuba Room	7:30 am	
6	Tu	State Bar Admissions Ceremony	Metro Room	10:00 am	
6	Tu	California Fertilizer Assn.	Sacramento Room	5:00 pm	
7	W	New Mexico Amigos Luncheon	El Dorado Room	11:30 am	
7	W	Philip Morris Co. Reception	Yolo Room	6:00 pm	
7-9	W-F	JOFFREY BALLET - U.C. DAVIS ARTS SERIES	Theater	8:00 pm	\$30.00 to 15.00
8	Th	Rotary Club Luncheon	Yolo Room	11:30 am	
9	F	Community Services Planning Council	Metro Room	11:30 am	
9	F	C. K. McClatchy High School Graduation	Exhibit Hall	7:00 pm	
9	F	U.C. Davis Alumni Reception	Yuba Room	10:00 pm	
10	Sa	River City High School Graduation	Theater	7:00 pm	
10	Sa	MEXICAN PUBLIC DANCE	Exhibit Hall	8:00 pm	
11	Su	MARVIN HAMLISCH CONCERT	Theater	7:00 pm	\$35.00 to 22.00
12	M	Luther Burbank High School Graduation	Theater	7:00 pm	
12	M	Hiram Johnson High School Graduation	Exhibit Hall	7:00 pm	
13	Tu	John F. Kennedy High School Graduation	Exhibit Hall	7:00 pm	
13	Tu	Sacramento High School Graduation	Theater	8:00 pm	
14	W	Sutter Memorial Hospital	Yolo Room	8:00 am	
14	W	Valley High School Graduation	Exhibit Hall	7:30 pm	
14	W	Sacramento County ROP Graduation	Theater	7:30 pm	
15	Th	State Bd. of Architectural Examiners	Yuba Room	8:00 am	
15	Th	Rio Americano High School Graduation	Theater	2:00 pm	
15	Th	Del Campo High School Graduation	Exhibit Hall	2:30 pm	
15	Th	Mira Loma High School Graduation	Theater	7:30 pm	
16	F	Governor's Employee Safety Awards	Yolo Room	10:00 am	
16	F	Encina High School Graduation	Theater	2:00 pm	
16	F	San Juan High School Graduation	Theater	7:00 pm	
16	F	RUBEN BLADES CONCERT	Exhibit Hall	8:00 pm	\$17.50 Advance \$18.50 Show Day
17	Sa	Elk Grove High School Graduation	Exhibit Hall	1:00 pm	
17	Sa	Robison-Bertrand Wedding Reception	Yolo Room	2:00 pm	
18	Su	NEW KIDS ON THE BLOCK CONCERT	Exhibit Hall	6:00 pm	\$14.50 Advance \$16.50 At Door
19	M	City Personnel Luncheon	Sutter Room	12:00 pm	

Charge-By-Phone 442-7827

For ticket information call (916) 449-5181; for rental information call (916) 449-5291

Tickets are available at the Community Center Box Office, on L Street,  
between 13th and 14th Streets, and established outlets.

EVENTS SUBJECT TO CHANGE WITHOUT NOTICE