REGULAR MEETING

SACRAMENTO COMMUNITY CENTER AUTHORITY

TUESDAY

MARCH 7, 1978

4:30 P.M.

T HEREBY CALL a Regular Meeting of the Sacramento Community Center Authority to be held at the hour of 4:30 p.m., on Tuesday, March 7, 1978, in the conference room of the Community Center, 1100 - 14th Street, for the purpose of considering and acting upon the following subjects:

- 1. Approval of minutes, March 1, 1977
- 2. Trustee Financial Status Reports for period ending December 31, 1977
- 3. Verbal progress report regarding the Community Center Sam Burns

CHAIRMAN

ATTEST:

SECRETARY

SPECIAL MEETING

SACRAMENTO COMMUNITY CENTER AUTHORITY

THURSDAY

NOVEMBER 2, 1978

4:00 P. M.

I HEREBY CALL a Special Meeting of the Sacramento Community Center Authority to be held at the hour of 4:00 p.m., Thursday, November 2, 1978, in the Community Center Conference Room, for the purpose of considering and acting upon the following subjects:

- 1. Approval of minutes, March 7, 1978
- 2. "Year 4" Annual Report Sam Burns
- 3. Discussion regarding fund transaction

CHAIRMAN

ATTEST:

secretary Magano

	Community Center authority										
	Eindneial Statement										
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7		Acc. Int.		8664884					2		
1		Interest Earned on Three	₹ 7	1,44500000					13		
5		Hotel-Motel Tax		25000000					5		
6		Bid Deposit loverpayment 7-31-76 Reimbursement Tryste		38/029	11-1-1-1-1				6		
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16		Bond Atty's Tax Council Fee	 			975603			16		
(18		TAX LOWBETT FEE					414198374		18		
18		Requisitions				86534050			19		
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21		Adj. on Overpannient of	F Interest			253064			21		
22		Adj on Overpayment of Purchase of Investme	ents over/	2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		2058 13		<u> </u>	22		
23		Principal thru B-1-7	 			57500000			23		
24		Interest thru 8-12	<u> </u>		<u> </u>	716000000			24		
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1		Redemption Fund Surplus Revenue Fund Construction Fund		3/29		5453605			3		
33	1 1	Construction Fund		46287	2	30379304			3		
. 34	1	Working Capital Fund		3230		256758			3		
35		Working Capital Fund		19370	2	725/3/51			3		
36		Interest Fund		11401		1,15260547	ed —		3		
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COMMUNITY/CONVENTION CENTER

CITY OF SACRAMENTO SAM J. BURNS, GENERAL MANAGER

November 2, 1978

Community Center Authority Sacramento, California

Members in Session:

PROPOSED CONSTRUCTION FUND EXPENDITURES

Since the opening of the Community Center, June 29, 1974, there have been certain items that have either failed or have been found to be inadequate for the type of events staged in the facility. Management has found, after four years of operation, there are certain modifications and equipment purchases that will make the Community Center safer, more economic, and more versatile.

The three factors stated above have prompted us to request that the Community Center Authority fund the following projects out of the Community Center Construction Fund.

Projects that were approved by the Sacramento Community Center Authority October 14, 1976, and are being instituted:

Correct House Curtain Movement		\$ 6,000.00
Correct Freezer System		unknown
Modify South Elevator		1,000.00
Modification of all locks		18,000.00
Handrail, Activity Building		3,500.00
Power Cart Modification		6,500.00
Communication System (\$20,000.00)		
Central Paging System (\$ 6,000.00)		26,000.00
Steel Gates, Patio	•	3,000.00
	(less Freezer)	\$74,153.00



Projects that have come up since October, 1976, and Community Center Administration feels should be done.

Replace all roof flashing	\$70,000.00
Replace valves destroyed by electrolysis	2,000.00
A-C5, Theatre Box Office heating/cooling	2,500.00
Theatre ticket window lights	6,000.00
Stainless steel wall covering and brazier	7,500.00
Corridor 145 security doors	5,000.00
Mechanical Room airway louvers	9,000.00
Exhibit Hall temperature controls	5,000.00
Kitchen automatic door operating equipment	6,000.00
Stage rail lowering(Theatre)	3,000.00
Dock leveling device or ramp	7,500.00
Raceway for stage controls	6,000.00
Chair cart modification	4,500.00
Convertomatic ZOE Electric Floor Scrubber	1,200.00
Re-roof cooling tower (Theatre)	4,000.00
Re-design well lights (under trees)	1,500.00
Boiler, safety devices(required)	600.00
Modification stage risers (safety)	5,000.00
Chiller - condenser water surging	3,500.00
Low voltage system	1,500.00
Electrical systems (trade show hook-ups)	40,000.00
Electrical truck to move equipment	2,500.00
Two (2) strong super troopers (\$4,000.00 @)	8,000.00
	\$108,800.00

These modifications and equipment will be made within the next six months. Management would like the latitude of transferring any savings on specific items that savings are made to items where possible under-estimates are made.

Recommendation Approved:

Walter J. Slip

City Manager

SJB/bjt

Respectfully submitted,

Sam J. Barns

Community Center General Manager



SACRAMENTO COMMUNITY/CONVENTION CENTER

YEAR 4

ANNUAL REPORT

JULY 1, 1977 — JUNE 30, 1978

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INTRODUCTION

This report provides the reader with an analysis of the Community/Convention Center operation for fiscal year 1977-78. Although these figures are unaudited, they do provide the same information as the previous three years and an at-a-glance comparison to fiscal year 1976-77.

The facts and figures presented in this annual report, as in others, does not tell the whole story about its value to the community--of unmeasurable benefits, both in the direct financial impact to the local economy, as well as the intangible benefit in the quality of life to its citizens.

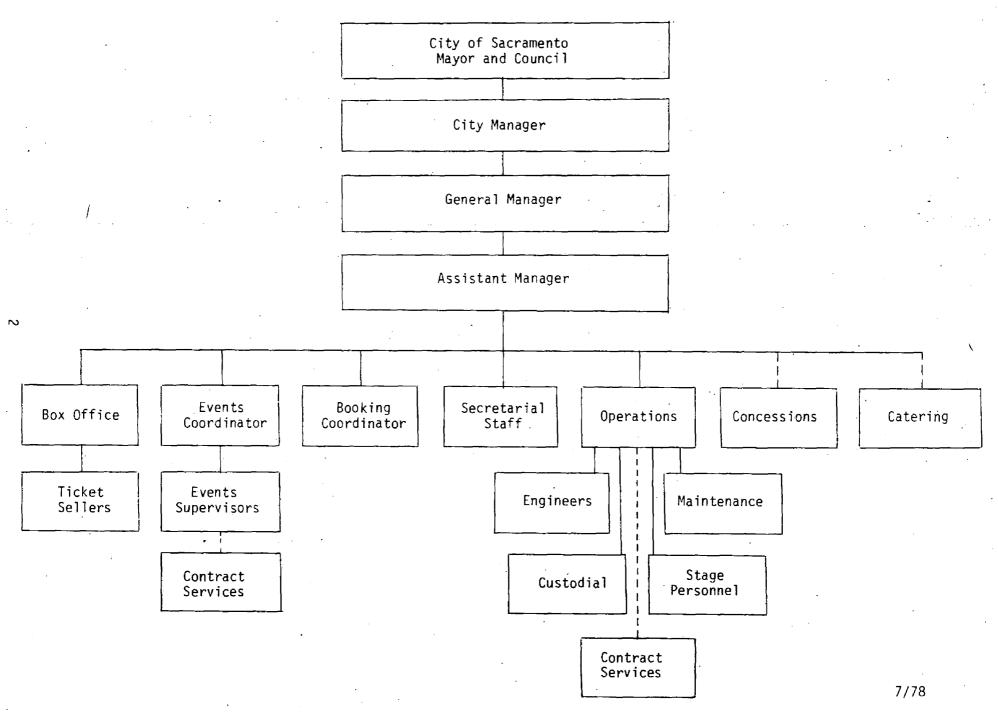
Enclosed are detailed operating statistics for the various functions of the Community/Convention Center. As in the past year-end reports, we have tried to provide all revenues and a summary of expenses.

As discussed in YEAR 3, attempts would be made to broaden the use of buildings with new events. This was accomplished with expanded use of each building through booking more varieties of events (i.e. more service, fraternal, and religious use of the Theater; new events such as the Casino International Public Dances, and disco type dances plus consumer trade shows in the Exhibit Hall as well as the return of roller derby to the Auditorium).

Attempts to increase banquet activity were not realized. The department was, however, able to increase revenue from concessions and the sale of programs, novelties, and reimbursable charges substantially.

Again this year, the Community/Convention Center is pleased to present a report that indicates increases in almost all areas. The following data will analyze the operation as you continue through the report.

Sacramento Community/Convention Center ORGANIZATIONAL CHART



PROFILE

Throughout this reporting period, the Center was "dark" only 34 days. During the remainder of the year, the Center had 1,108 event days, which represents an increase of 8.4% over 1976-77. Again, the coordinated efforts of the staff working with the licensee provided for the needs of each organization and the comfort of the 836,573 guests attending events.

Booking and Event Coordination

The diversification of type use is noted herein. During this year, 491 contracts were issued and consummated for rentals and another 87 for catering activity. The contracts issued are up by 64 from the same period during 1976-77.

These contracts issued represent 987 actual event days, an increase of 9.3% and 121 move-in and move-out days with a slight increase of 1.7%. What this means is that more events are scheduled without additional requirements for rehearsal of "in" and "out" time, which is a savings to the Center. This is brought about due to the consciousness of the event staff in helping the licensee in advance planning.

Box Office

The central Box Office of the Community Center handles all admission events in the Community/Convention Center. This year, the staff sold over two-and-one-half million dollars in tickets for all events. This was done through the 45 community outlets as well as the computerized network of B.A.S.S. and Ticketron outlets.

For this year, 251 events were scheduled. Of these, 44 received the "SRO sign" with such attractions as Ice Follies, Nutcracker Ballet, boxing with local favorite Pete Ranzany, tennis with Billie Jean King versus Martina Navratilova, and concert artists Roberta Flack, Steve Martin, The Limeliters and Glenn Yarbrough, and Benny Goodman, leading the way.

Box Office gross was up 15.9% for a total of \$104,662 and admission tax of \$55,417, a jump of 10.8%. This revenue source is not only helpful overall to the Community Center operation, but the service provided is invaluable to the promoter as well as our citizens.

Admission events through the Box Office have contributed to the direct payment by promoters of \$250,000 in payroll fees to local labor (i.e. stagehands, house staff, and security) in addition to the fees paid to the City.

Operations

While assuming the total maintenance and upkeep responsibility during 1976-77, the Center this year was told that all extra services through Public Works would be withdrawn except for emergencies.

Although the custodial, setup details, and preventive maintenance programs are handled with less confusion and more efficiency, the latest directive has been more costly. It is required that the Center contract for jobs that heretofore were handled through City Engineering or Facility Maintenance.

Food-Beverage and Miscellany

The revenue from food-beverage and miscellaneous sources, i.e. programs, records, and novelty sales, amounted to \$155,246 or a 4.3% increase.

Volume Services has again increased sales by 3.8%, giving back to the City \$110,864 from food and beverage receipts.

Catering, on the other hand, still is not doing anywhere close to our projections. In fact, to give added incentive to these bookings, rent was reduced by fifty percent of the applicable rate for catered events. Even with this, revenue was down 12.5% this year. A total of \$29,795 was received from the five caterers on the Center's qualified list, down from over \$34,000 last year.

One problem that exists with the open catering concept is that there is no aggressive sales program for these functions. Caterers are not bringing business in as anticipated. They have become order takers bidding on events sent to them from the Center.

Attempts to correct this situation will be made during this next year with the anticipation of reversing this downward trend.

Facilities

Building and equipment rental for the first time exceeded one-half million dollars. The \$557,658 collected is 13.6% better than last year. A review of each building shows that the major increase was that for meeting space in the Activity Building, and with all others being up, except a slight decrease for Exhibit Hall rentals.

As the reader will note, some areas of activity are the same or slightly higher in use but with an appreciable increase in rent. This is due to the greater number of commercial events over local nonprofit usage.

Further analysis will show that convention event days are down from 1976-77 by 58.8%. A year ago 19 conventions were hosted compared to the 10 this year in the Center. While convention business is up in the city, some concern is expressed here for the booking of larger events into the Center. As hotels become more available in the downtown area, this should happen. With the re-booking of conventions that have already met in the Center since it opened, next year should improve this statistic.

This year, in addition to rental income, a concerted effort was made to get reimbursed for equipment and labor not ordinarily provided. This year these receipts were \$33,189 in extra revenue, up 33.4% over last year. Since we have equipment and professional staff in particular areas, the Center will continue to provide what is needed by the licensee at the established reimbursable rate.

SUMMARY

A concerted effort was made in YEAR 4 to increase the use of space and thereby increase revenue from all available sources. For the most part, the Community/Convention Center did this. Revenue is up 11.9%. In addition, the transient occupancy tax from hotel and motel occupancy is up 21.5%.

This fiscal year does require a general fund contribution but less than originally expected since revenue is up and expenditures are down from those budgeted.

As mentioned earlier, the principal concern for YEAR 5 is an attempt to increase catering business and the convention solicitation for the near future while maintaining our other bookings.

The City Council has directed this department to prepare a 1978-79 budget without general fund contribution. YEAR 5 should mark the first time the Center will be self supporting. To accomplish this, rental fees were raised for the first time in four years and the admission tax and transient occupancy taxes were increased. The box office will provide some greater services to the citizens in also selling tickets to other than Center events, thus increasing additional revenue.

The Community Center Department is proud of our record after four years and thanks you for your help and cooperation and contributions. The staff will continue to service the licensee and provide to the citizens of Sacramento the best in meeting facilities and entertainment for you to enjoy.

USAGE PER BUILDING 1977-78

<u>Month</u>	Memorial Auditorium	Theater	Activity Building	Exhibit Hall	Monthly Total
July	35	7	14	. 8	64
August	25	5	21	11	62
September	6	8	29	16	59
October .	. 19	12	48	31	110
November	19	17	47	. 30	113
December	9	29	34	7	79
January	. 15	10	31 -	14	70
February	11	21	42	12	86
March	13	21	63	22	113
April .	17	16	. 55	33	121
May .	17	14	64	20	115
June	25	16	57	18	116
TOTAL USES PER BUILDING	211	176	505	222	1108
COMPARISON 1976-77	209	158	422	233	1022

USAGE BY TYPE OF EVENT 1977-78

"A" Actual Event Day
"B" Move In/Out, Rehearsal

	Exhib	it Hall	Activi	ty Bldg	. Thea	iter	Mem.	Aud.	Tot	als
	A	· B.	A	В	A	В	. A	$\dot{\mathcal{B}}$	A	В
Banquets/ Receptions	74	0	11.7	0	10	2	12	0	213	2
Classical: Ballet, Symphony, Opera, Etc.	1	0	1 O	0	34	16	2	1	37	17
Contemporary	0	1	. 0	0	58	1	12	0	70	2
Conventions	22	9	21	7	12	1	6	2	61	19
Country	0	0	0	0 ;	. 0	0	2	. 0	2	0
Family	Ó	0	ָּ . י	0	4	0	37	40	42	40
Government	20	0	128	1	5	0	0	0	153	. 1
Rock	. 2	. 0	0	0	0	0	20	. 0	22	. 0
Service: Fraternal/ Religious	26	11	212	1	29	4 .	29	1	296	17
Sports	6	0	0	0	0	0	40	: 1	46	1
Trade Shows	34	16	11	6	0	0	0	0	45	22
TOTAL	185	37	490	15	152	24	160	45	987	121
COMPARISON 1976-77	192	41	410	12	141	17	1,60	49	903	119

SOLD OUT EVENTS 1977-78

<u>Date</u>	Event	Building
Jul. 20	ROBERTA FLACK	Theater
Jul. 27 - Aug. 14	ICE FOLLIES (7 performances)	Memorial Auditorium
Sep. 16	MARSHALL TUCKER BAND	Memorial Auditorium
Oct. 15-16	SACRAMENTO SYMPHONY	Theater
Oct. 21	BOXING, RANZANY vs. SHIELDS	Memorial Auditorium
Nov. 5-6	SACRAMENTO SYMPHONY	Theater
Nov. 18	FRANK ZAPPA	Memorial Auditorium
Nov. 29	THE LIMELITERS & GLENN YARBROUGH	Theater
Dec. 5	STEVE MARTIN (2 performances)	Theater
Dec. 9-13	NUTCRACKER BALLET (7 performances)	Theater
Dec. 13	BOXING, RANZANY vs. MUNIZ	Memorial Auditorium
Dec. 31	CASINO INTERNATIONAL PUBLIC DANCE	Exhibit Hall
Jan. 14	RÔSĒ ROYCE	Memorial Auditorium
Jan. 17	GRATEFUL DEAD	Memorial Auditorium
Jan. 18-19	HAREEM GLOBETROTTERS	Memorial Auditorium
Jan. 20	HAL HOLBROOK IN "MARK TWAIN TONIGHT"	Theater
Feb. 11	MANHATTAN TRANSFER	Theater
Feb. 11	CHARLEY PRIDE	Memorial Auditorium
Feb. 14	BOXING, RANZANY vs. SHIELDS	Memorial Auditorium
Feb. 17	FERRANTE & TEICHER	Theater
Feb. 17	FACES OF FREEDOM (AMWAY)	Memorial Auditorium
Mar. 12	HEART	Memorial Auditorium.
Apr. 3	TENNIS, BILLIE JEAN KING VS. MARTINA NAVRATILOVA	Memorial Auditorium
Apr. 6	AMERICA	Memorial Auditorium
Apr. 7	EBONY FASHION FAIR SHOW	Theater
Apr. 11	ART GARFUNKET,	Theater
Àpr. 29	SATURDAY'S WARRIOR (2 performances)	Theater
May 2 .	BOXING, RANZANY vs. RODRIGUEZ	Memorial Auditorium
Jun. 13	LIPRE FEAT	Theater
Jun. 20	BENNY GOODMAN	Theater

SUMMARY OF BUILDING AND EQUIPMENT RENTAL 1977-78

	• • •	Equipment/	Memorial	-	Activity	5	Monthly
Month	Attendance	Labor	Auditorium	Theater	Building	Exhibit Hall	<u>Total</u>
July	43,646	\$2,559.45	\$ 8,000.00	.\$6,054.71	\$6,372.00	\$7,732.82	\$30,718.98
- August	77,923	838-64	45,848.08	3,250.00	4,778.00	6,320.33	61,035.05
September	29,157	502.50	6,845.76	4,128.50	5,232.00	8,474.99	25,183.75
October	93,371	1,844.78	14,238.87	7,086.92	6,461.50	9,300.64	38,932.71
November	94,845	4,963.22	23, 260.78	8,845.08	6,510.50	10,642.50	54,222.08
December	77,065	1,688.92	12,554.81	16,064.51	8,896.50	6,521.56	45,726.30
January	61,216	1,478.64	17,711.47	5,958.34	4,757.80	13,925.00	43,831.25
February	68,535	3,259.95	15,136.56	10,011.70	7,900.50	6,990.00	43,298.71
March	81,502	3,575.80	8,354.92	8,346.22	12,106.50	14,531.10	46,914.54
April	81,778	3,583.84	16,354.59	13,541.90	10,556.00	12,562.00	56,598,33
May	59,831	2,875.90	21,450.71	8,710.11	13,024.00	9,633.08	55,693.80
June	67,704	4,017.36	9,947.43	17,532.61	12,864.25	11,141.61	55,503.26
TOTAL	836,573	\$31,189.00	\$199,703.98	\$109,530.60	\$99,459.55	\$117,775.63	\$557,658.76
COMPARISON 1976-77	939,843	\$23,380.00	\$183,734.00	\$92,027.00	\$66,349.00	\$125,363.00	\$490,853.00

Sacramento Community Center

CATERING, CONCESSIONS AND MISCELLANEOUS INCOME $$1977\mbox{-}78$$

Month	Concessions	Misc. Concessions	Catering <u>Fees</u>	Misc. Income	Monthly <u>Total</u>
July	\$ 6,808.40	\$ 56.00	\$ 142.42	\$ 118.73	\$ 7,125.55
August	13,388.64	3,675.46	920.95	1,454.24	19,439.29
September	3,441.69	184.05	834.60	60.51	4,520.85
October	14,730.26	24.05	3,388.86	474.59	18,617.76
November	10,441.22	237.40	2,043.19	280.99	13,002.80
December	10,664.24	76.97	2,590.29	493.85	13,825.35
January	9,582.50	185.50	1-,867.04	1,166.00	12,801.04
February	9,331.06	282.04	2,351.43	358.74	12,323.27
March	6,703.02	190.01	3,533.29	1,374.28	11,800.60
April	9,704.68	332.50	4,366.34	1,227.05	15,630.57
May .	10,318.05	716.99	5,506.06	894.24	17,435.34
June	5,749.98	355.80	2,250.66	366.88	8,723.32
TOTAL	\$110,863.74	\$6,316.77	\$29,795.13	\$8,270.10	\$155,245.74
COMPARISON 1976-77	\$106,779.00	\$1,822.00	\$34,034.00	\$6,171.00	\$148,806.00

CATERING AND CONCESSION EVENT DAYS 1977-78

Month	Conc.	Misc.	Catering	Total Catering <u>Revenue</u>	Del Prado Catering	Dole's Catering	Dorman's Catering	Kato's Katering	Candle- rock Catering	Volume Service Catering	Volume Service Coffee
Jul.	14	1	3	\$142.42			v			3	2
Aug.	19	5	6_	920.95	1		··· · · · = 3==*	1	a jamenina	4	6
Sep.	1,1	4	5	834.60		•	1			4	7
Oct.	35	2	12	3,388.86			4	2		6	8
Nov.	35	4	. 15	2,043.19			3	2		10	14
Dec.	23	2	9	2,590.29		1		2		6	13
Jan.	31	3	10	1,867.04		1	2	Ť į		6	4
Feb.	32	5	12	2,351.43			1	1		10	10
Mar.	27	. 3	13	3,533.27	. •		3	3		7	5
Apr.	32	4	18	4,366.34	i			1		16	15
May	34	12	32	5,506.06				8		24	4
Jun.	26	7	17	2,250.66	2, , ,		3		<u>.</u> •	12	5
TOTAL	319	52	152	\$29,795.11	4	2	17	21	0	108	93
COMPARI 1976-77		35	233	\$34,034.00	3	7	25	7	2	104	85

BOX OFFICE REPORT 1977-78

Month	Ticket Gross Income	Box Office Gross	Taxes	Number of Shows
July	\$ 72,344.00	\$ 3,101.00	\$1,419.00	12
August	493,227.00	11,745.00	9,628.00	24
September	63,350.00	2,413.00	1,235.00	6
October	197,024.00	9,755.00	3,726.00	20
November	280,240.00	11,684.00	5,800.00	19
December	338,850.00	14,302.00	6,601.00	26
January	218,186.00	9,892.00	4,254.00	25
February	222,421.00	8,277.00	4,309.00	20
March	150,310.00	6,146.00	2,900.00	19
April	202,526.00	8,207.00	3,754.00	20
May	254,205.00	11,703.00	4,844.00	30
June	155,157.00	7,437.00	6,947.00	30
TOTAL	\$2,647,840.00	\$104,662.00	\$55,417.00	251
COMPARISON 1976-77	\$2,350,120.00	\$90,288.00	\$50,028.00	219

FISCAL SUMMARY 1977-78

Month	Building/ Equipment Rental	Concessions, Catering, Misc. Income	Box Office (Net)	Admission Tax	Event Days	Attendance
July	\$30,718.98	\$ 7,125.55	\$ 3,100.98	\$1,418.68	64	43,646
√August	61,035.05	19,439.29	11,745.00	9,628.26	62	77,923
September	25,183.75	4,520.85	2,412.86	1,235.34	59	29,157
October	38,932.71	18,617.76	9,755.66	3,726.48	110	93,371
November	54,222.08	13,002.80	11,684.43	5,800.01	113	94,845
December	45,726.30	13,825.35	14,301.61	6,600.70	79	77,065
January	43,831.25	12,801.04	9,892.38	4,254.11	70	61,216
February	43,298.71	12,323.27	8,276.98	4,308.77	86	68,535
March	46,914.54	1,800.60	6,146.10	2,900.36	113	81,502
April	56,598.33	15,630.57	8,206.96	3,753.72	121	81,778
May ·	55,693.80	17,435.34	11,702.66	4,843.82	115	59,831
June	55,503.26	8,723.32	7,436.61	6,946.76	116	67,704
TOTAL	\$557,658.76	\$155,245.74	\$104,662.03	\$55,417.01	1,108	836,573
COMPARISON 1976-77	\$409,853.00	\$148,806.00	\$90,288.00	\$50,028.00	1,022	939,843

REVENUE SUMMARY

Transient Occupancy Tax (City and County Contribution)	\$1,099,028.00	\$1,335,376.00
TOTAL	\$779,975.00	\$872,984.00
Admission Tax	50,028.00	55,417.00
Box Office	90,288.00	104,662.00
Miscellaneous Income	6,171.00	8,270.00
Miscellaneous Concessions	1,822.00	6,317.00
Catering	34.034.00	29,795.00
Concessions	106,779.00	110,864.00
Rental, Buildings and Equipment	\$490,853.00	\$557,659.00
	1976-77	1977-78

PRELIMINARY EXPENDITURES SUMMARY

	1976-77 1977-78		78
	Actual Expenditures	Budget	June 30 Expenditures
Employee Services	\$ 576,877.00	\$ 723,012.00	\$ 643,733.00
Other Services, Supplies	1,855,902.00	2,119,060.00	2,097,271.00
Equipment	21,994.00	22,615.00	17,141.00
OPERATING TOTAL	\$2,454,773.00	\$2,864,687.00	\$2,758,145.00
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Rental, Real Property	\$1,373,500.00	\$1,384,500.00	\$1,384,500.00