

1974-75 SEASONS
THEATER
ADMIT \$3.00

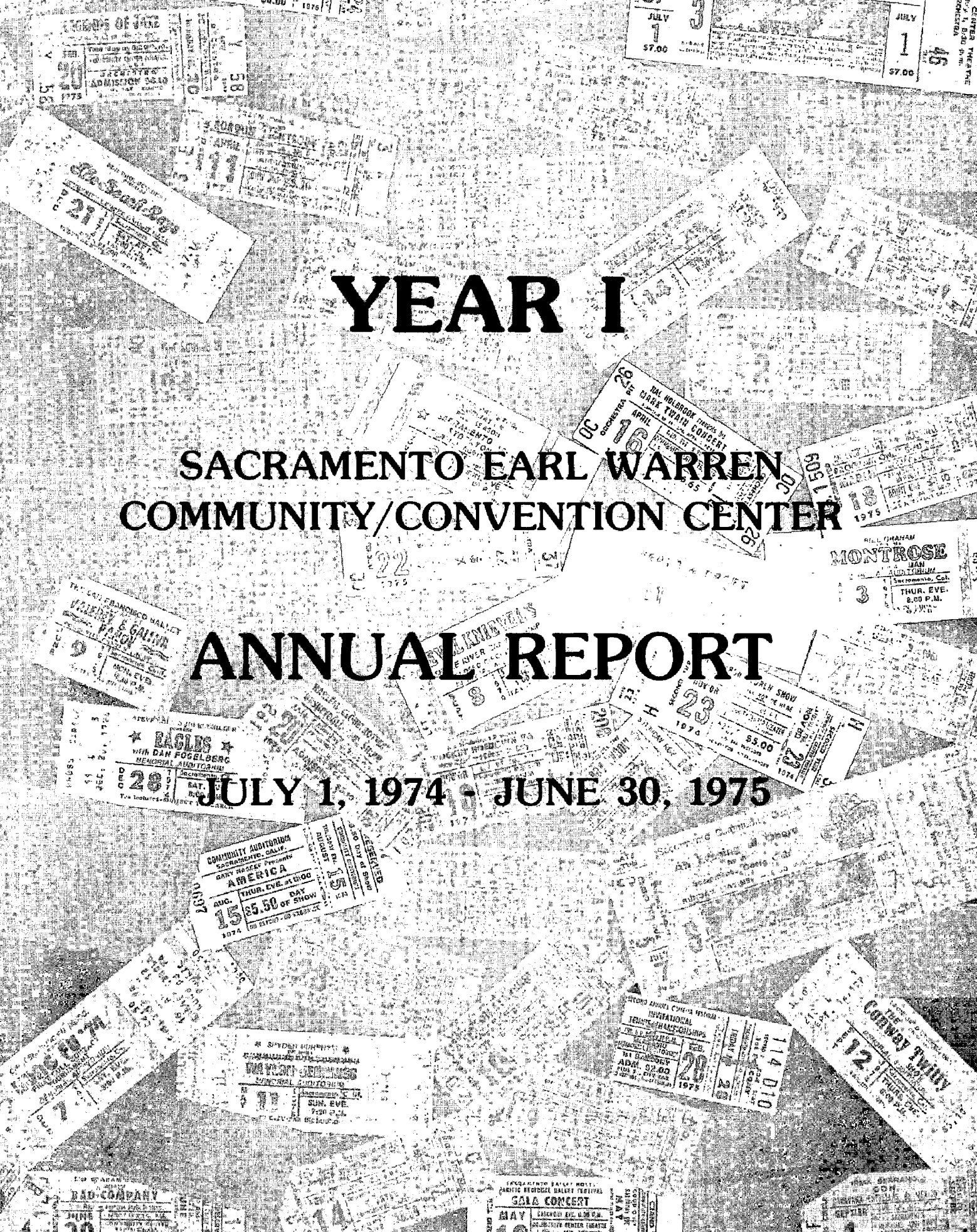
Mailed 2/19/75
COPPELIA
Sacremento Ballet
MONDAY EVENING - 8:00 P.M.
JULY 1 1975 \$7.00

YEAR I

SACRAMENTO EARL WARREN COMMUNITY/CONVENTION CENTER

ANNUAL REPORT

JULY 1, 1974 - JUNE 30, 1975



FOREWARD

"In the tradition of the gold miners of years past, Sacramento will be the focus of meeting groups for many years to come."

This exemplifies YEAR 1. The Center has been a focal of activity this initial year.

From the dedication June 29, 1974, to the concluding event of "The Wonderful World of Horses" featuring The Royal Lipizzan Stallions, June 29, 1975, the community has experienced a total spectrum of activity within the Community Center. The type of events have been far-reaching to include every element, the cultural, recreational, entertainment, educational, athletic and convention activities.

The Center with its four buildings, the Exhibit Hall, Activity Building, Theater and Memorial Auditorium, has become a vital and integral part of the life of the community. The Center serves as an economic magnet attracting and serving people from Sacramento and neighboring communities as well as guests to our area.

CITY OF SACRAMENTO

Mayor: Richard H. Marriott

Council: Michael S. Sands

Manuel R. Ferrales

Herman A. Lawson

R. Burnett Miller

Anne Rudin

Phillip L. Isenberg

Ritz Naygrow

Robert T. Matsui

City Manager: Richard L. Rathfon

Community Center Management:

General Manager: Sam J. Burns

Assistant Manager: Leonard Zerilli

Booking Coordinator: Toni Ellingson

Events Coordinator: Ellis Calija

Box Office Supervisor: Norma B. Ricketts

Operations Supervisor: Frank Puccinelli

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INTRODUCTION

Following years of anticipation, the Community Center became a reality June 29, 1974. This YEAR 1 report reflects the purpose and direction that has transpired this initial year.

The purpose was to emphasize friendly and courteous service to the public and to recognize that the function of the building is at all times to serve the best interest of all the people.

Although certain events were booked prior to opening, a total sales effort was directed to fill dark days. The total result was 836 days.

As staff became acquainted with the facilities so did the guests--over 903,000. It was found that the diversity of the Center buildings could suit various needs for numerous events. As a full service agency, the Center could assist with the particular needs of the licensee either directly or through recommendations of local vendors.

The early projection for rental of facilities was \$350,000. The total amount collected for the 836 event days amounted to \$353,931.

The convention activity provided 197 event days. The convention rate, free meeting space, amounted to \$141,000 of uncollected revenue. However, from the transient occupancy tax the City received \$1,206,518 from City and County sources.

The Center has both concessions and catering operations. Volume Service is the exclusive concessionaire for per item food stuffs and alcoholic beverages. The estimated revenue was \$55,000. At year's end, Volume Service has paid \$87,340. This amount would be greater if the concessionaire had had the alcoholic beverage license issued without protest to the Center. This delay of nearly five months caused an undetermined loss in revenue.

During the year, eight caterers have qualified to provide food service to guests here at the Center. The catered functions ranged from coffee services to full sit down meals to as many as 5,700 guests of Southern Pacific only a month after opening. The Center realized over \$40,000 from catering fees, exceeding original estimates by \$15,000.

The box office operation was one of the most successful divisions in terms of service to the public and the promoter. With a total service unit, the ticket buyer was offered not only the main box office but an outlet in his neighborhood. With thirty-three outlets covering an eight county area, the box office had ticket sales of over \$1.8 million. The City received from this \$66,747 with an additional \$35,724 from the admission tax. The promoter was provided with complete accountability and settlement for his event at the conclusion of it.

In the face of a general down economy, the overall use and revenues exceeded original estimates. As the Center gains in recognition, the future can only be brighter.

The event prospects, convention bookings, food and beverage operations, plus the box office services all point to an optimistic future. The Center will re-examine each phase of operations as it proceeds to find even better ways to care for the needs of the Licensee and the guest.

This YEAR 1 annual report reflects organization and use revenues. The final detail for expenditures are not yet available but it should be noted that expenditures should fall short of original projections for the period as noted in the preliminary report. Expenditure figures are not available, at this time, for the support divisions of Facility Maintenance and Parks.

PERSONNEL

Bob Almodovar, Timothy Asher, Nick Bakarich, James Bates,

Sam J. Burns, Ellis Calija, Candy Call, Rose Culver,

John Cordano,

Tom Folck,

Jane Gelhous,

Ruth Hopkins,

Melvin Irwin,

Kenneth Maki,

Ruben O'Campo

Frank Puccinelli,

Mike Stauffer,

Barbara Tacosa, Cynthia Thomas, Donald Ware, Leonard Zerilli

Toni Ellingson,

Mirry Fujita,

Ronald Green,

Michael Hunter,

Warren Lew,

Herb Mendoza,

Arnold Parker,

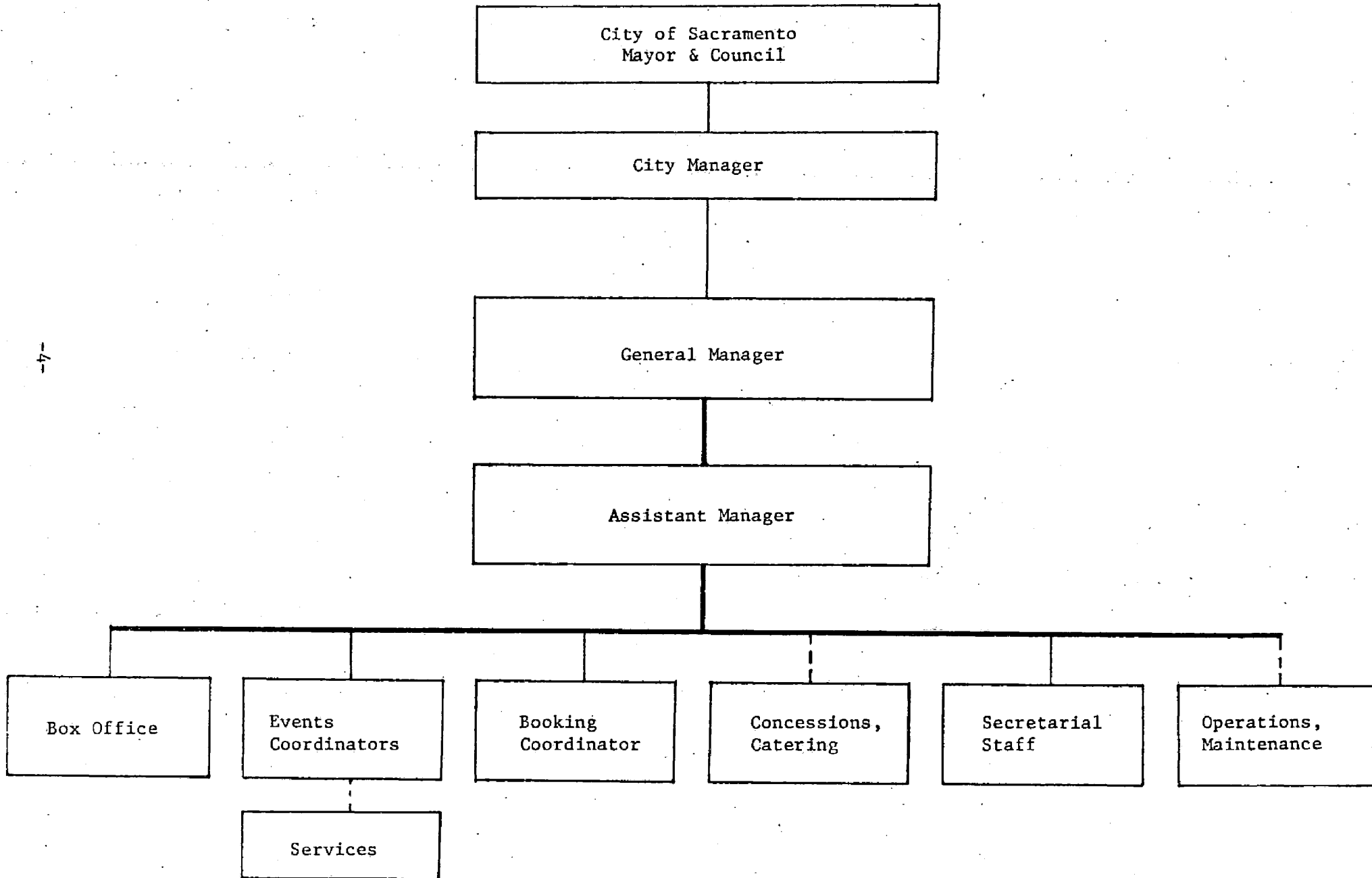
Norma B. Ricketts,

Milvern Sullivan,



Sacramento Community/Convention Center

ORGANIZATIONAL CHART



ORGANIZATION

With the Community Center buildings in use over 800 event days, coordination of personnel and space was vital. Under the direction of the General Manager and Assistant General Manager, the organization was established into divisions to handle all necessary aspects.

Booking

To avoid duplication of bookings and to see that all aspects of contractual agreements are met are the vital functions of this office. A building is not used unless a license or permit agreement is filed along with a certificate of insurance.

This coordination of use provided for greater use of all buildings. The flexibility in scheduling was made easier, however, due to the diversity of the facilities.

Event Coordination

A management liaison insured that the Licensee and guest had their needs met. An employee is assigned to each event to assist the Licensee in meeting the requirements, i.e. room setup, special equipment needs.

The event servicing is the key to the presentation of successful events held within the buildings. The coordination of all phases of the event to be presented are handled from the initial meeting until the last guest has left the facility.

Following meetings with the Licensee, the event coordinator will manifest all aspects of the use. It will be his responsibility to see that the facility is clean and set up and that all auxiliary personnel are assigned, i.e. house staff, police, stagehands, maintenance staff.

Box Office

A completely equipped box office to insure maximum service to the community was established. Operated six days a week on a regular basis, this feature has proved to be a most valuable asset to the total Community Center.

With a total box office operation, a Licensee is assisted with scaling the house, ordering tickets, advance sale and all areas of fiscal control through final settlement the night of the event.

This division has been acclaimed by many promoters to be a most valuable asset for its far-reaching potential. Paid admissions amount to 387,983 persons this year.

The box office has this first year ticket gross income of nearly \$2 million for the 234 admission events.

Operations

This unit is responsible for the maintenance of all buildings and mechanical equipment. Because of the number of meetings scheduled at any particular time, this division must react to the specific requirements of setup dictated by the Licensee and to insure the buildings are well maintained for public occupancy.

The custodial services with a nucleus of two foremen function with contract janitorial services. They are responsible for keeping the buildings neat and clean. Maintenance functions are carried out by a staff that do minor repairs and setup work, as directed.

This full-time building staff is a division of the City's Facility Maintenance division and is supported by other personnel from that division.

Engineering employees are responsible for the maintenance of the central heating plants, refrigeration, air conditioning and all other mechanical equipment.

The Operations division has been responsible to the constant surveillance of the contract building punch list of needed repairs.

Concessions

Volume Service is the exclusive food purveyor of concession items and alcoholic beverages. The concessionaire provides refreshments to all events warranting food services.

This company was delayed five months in obtaining the alcoholic beverage license due to a protest of this type of service in the Center. Following a hearing by the Alcoholic Beverage Control Board, the license was granted.

Even without the alcoholic beverages for the five months, revenue from concessions exceeded original projections.

Volume Service constructed two stands in the Memorial Auditorium and refurbished three others using attractive, colorful designs. They offered a wide variety of items using newly purchased, modern equipment.

Catering

During this year, eight caterers were qualified that guaranteed to provide the highest quality and best service available for all food functions held in the Community Center. For those functions requiring food service, the Community Center provided a list of those qualified caterers to the Licensee so they could choose their food purveyor.

FACILITIES

Exhibit Hall

This is the largest of the buildings. The main hall contains 50,000 square feet of unimpaired exhibit space. The garden plaza at the west end provides an additional 8,000 square feet alfresco dining or exhibits. The main hall can accommodate 7,000 people for theater-style setup or 5,000 for dining.

The grand opening event showed the diversity of use of this building with a variety of exhibits and continuous entertainment.

The kitchen facilities located between the Exhibit Hall and Activity Building has proved adequate eventhough additional equipment needed to be brought in for certain events.

The feature of the divisible walls allow for good flexibility for the types of functions taking place. This building meets the requirements for many large organizations due to its capabilities and extra features.

Special events conducted in the Exhibit Hall in addition to conventions have included banquets and social functions; caberet concerts with such notables as Nancy Wilson, Mr. Blackwell; festival and theater concerts by Beach Boys, Pat Boone, Loggins and Messina, Seals and Croft; exhibit shows of antiques, boats, Indian artifacts, computers; and travel and trade shows.

With the initiation of festival seating for rock concerts with the sold out Loggins and Messina show, the Exhibit Hall has been valuable in the economic return for such usage. It provides an area in the City for larger capacity audiences never before available indoors for bigger name artists.

Activity Building

This building offers five major spaces that can be divisible into ten meeting rooms. Group capacity can range from 25 to 1,500.

Because of the variation in size of these rooms, there has been very good use this first year. Beside meetings, they are ideal for banquets and social receptions and are used for trade and exhibit shows as well.

Theater

Acclaimed by many artists who have performed here to be one of the best in the nation, the Theater has a capacity of 2,436. The special features are numerous and add to both the performer and the guest to insure maximum comfort.

The Theater has been well received and the events scheduled are truly indicative of fine facilities. Promoters are making Sacramento a regular stop on most tours. This will help bring the best in concert artists and road shows to the community.

Memorial Auditorium

This 1927 vintage building is the arena of Sacramento. It continues to be a very vital part of the community for the purposes of bringing people together.

Besides the regular sporting events of the past, the Center gained national recognition with the National Prep All-Stars Basketball game. Family shows such as Ice Follies and the "Wonderful World of Horses" played Sacramento for the first time along with regular circus and variety shows.

This building truly complements the total concept of the Community CenterIt offers flexibility in that the floor raises to the level of the stage to provide for flat floor events or slopes for theater presentations.

Community Center

HIGHLIGHTS

YEAR 1

COMMUNITY TRADE FAIR - 1st commercial exhibit show.

'1776' - 1st stage production.

"LIMELIGHTERS" - 1st concert in Theater.

SOUTHERN PACIFIC TRANSPORTATION - largest banquet.

ICE FOLLIES - 1st ice show in 14 years in City; 9 sold out performances.

KIWANIS INTERNATIONAL - 1st major convention.

JERRY LEWIS TELETHON - facilities hosted...

Community Center
 USAGE PER BUILDING
 1974-75

<u>Month</u>	<u>Memorial Auditorium</u>	<u>Theater</u>	<u>Activity Building</u>	<u>Exhibit Hall</u>	<u>Monthly Total</u>
July	11	12	9	9	41
August	20	10	11	8	49
September	12	13	18	19	62
October	18	16	24	6	64
November	27	13	28	13	81
December	18	19	15	8	60
January	20	12	21	11	64
February	21	14	30	26	91
March	20	16	23	24	83
April	47	28	27	20	122
May	23	16	24	11	74
June	15	10	16	4	45
TOTAL USES PER BUILDING	252	179	246	159	836

Community Center
 USAGE BY TYPE OF EVENT
 1974-75

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

	Exhibit Hall		Activity Bldg.		Theater		Mem. Aud.		Totals	
	"A"	"B"	"A"	"B"	"A"	"B"	"A"	"B"	"A"	"B"
Banquets/ Receptions	12	3	20		5				37	3
Classical: Ballet, Symphony, Opera, Etc.				3	44	19		57	44	79
Contemporary					24	1	9		33	1
Conventions	58	7	81	7	36	4	22	1	197	19
Country					2		3		5	
Family					8	1	29	5	37	6
Government	10		89		5		2		106	
Rock	6						22		28	
Service: Fraternal/ Religious	28	1	36		26	2	23	2	113	5
Sports							77		77	
Trade Shows	22	12	10		1	1			33	13
TOTALS	136	23	236	10	151	28	187	65	710	126

Total 1974-75 Community Center Event Days = 836

Community Center

SOLD OUT EVENTS
1974-75

<u>Date</u>	<u>Event</u>	<u>Building</u>
7/19/74	GLEN YARBROUGH/LIMELIGHTERS	Theater
8/1/74	JAMES BROWN	Auditorium
8/6-8/74	ICE FOLLIES (8 performances)	Auditorium
9/28/74	MAC DAVIS	Auditorium
10/19/74	STEPPENWOLF	Auditorium
10/19/74-4/13/75	SACRAMENTO SYMPHONY (16 perfs.)	Theater
11/17/74	VAN MORRISON	Auditorium
11/23/74	MYRON FLOREN	Theater
11/24/74	CARPENTERS (2 performances)	Theater
12/8/74	LOGGINS AND MESSINA	Exhibit Hall
12/14-16/74	NUTCRACKER (5 performances)	Theater
12/21/74	BEACH BOYS, #2	Exhibit Hall
12/23/74	PAT BOONE	Exhibit Hall
1/19/75	FUN BOOGIE	Auditorium
1/24/75	JOHNNY WINTER	Auditorium
2/14/75	PETER NERO	Theater
2/22/75	HEIKEN PUPPETS	Theater
3/27/75	ALL-STAR BASKETBALL	Auditorium
4/10/75	JEFFERSON STARSHIP	Auditorium
4/11/75	GORDON LIGHTFOOT	Auditorium
4/16/75	MARK TWAIN (HAL HOLBROOK)	Theater
4/21/75	AVERAGE WHITE BAND	Auditorium
4/28/75	LYNYRD SKYNYRD	Auditorium
6/8/75	TOWER OF POWER, #1	Auditorium
6/9/75	PANOVs	Theater

Community Center
SUMMARY OF BUILDING & EQUIPMENT RENTAL
1974-75 Fiscal Year

<u>Month</u>	<u>Attend.</u>	<u>Equipment</u>	<u>Auditorium</u>	<u>Theater</u>	<u>Activity Building</u>	<u>Exhibit Hall</u>	<u>Grand Totals</u>
July	134,738	\$ 110.00	\$ 6,925.93	\$ 2,432.40	\$ 400.00	\$ 4,030.00	\$ 13,898.33
August	56,309	10.00	20,707.53	1,400.00	325.00	2,060.00	24,502.53
September	72,643	0	10,831.12	2,050.00	2,365.00	16,351.00	31,597.12
October	46,692	20.00	12,120.10	6,250.00	5,328.00	372.00	24,090.10
November	91,229	0	12,680.17	8,420.39	2,720.00	4,747.00	28,567.56
December	73,114	125.00	8,049.53	6,257.17	3,285.00	17,131.00	34,847.70
January	50,374	20.00	10,747.30	2,550.00	3,840.00	11,931.38	29,088.68
February	62,392	20.00	8,058.11	3,860.19	4,515.00	14,535.00	30,988.30
March	70,258	50.00	11,540.77	3,950.00	5,587.00	11,697.60	32,825.37
April	130,191	0	21,172.61	7,846.86	14,604.00	4,405.00	48,028.47
May	50,407	75.00	9,740.00	3,100.44	2,540.00	4,225.00	19,680.44
June	65,541	190.00	14,164.88	5,837.74	195.00	7,509.70	27,897.32
	<u>903,888</u>						
Collected as of 6/30/75		\$620.00	146,738.05	53,955.19	45,704.00	98,994.68	346,011.92
Outstanding Amounts		120.00	0	6,000.00	2,055.00	256.05	7,918.95
Total Earned as of 6/30/75		<u>\$740.00</u>	<u>\$146,738.05</u>	<u>\$59,955.19</u>	<u>\$47,759.00</u>	<u>\$98,738.63</u>	<u>\$353,930.87</u>

Community Center

CATERING, CONCESSIONS & MISC. INCOME
1974-75 Fiscal Year

Month	Concessions	Misc. Concessions	Catering Fees	Misc. Income	Grand Totals
July	\$ 6,153.92	\$ 67.45	\$ 64.72	\$ 0	\$ 6,286.09
August	6,411.21	825.26	7,776.54	0	15,013.01
September	6,646.47	266.33	3,650.93	645.85	11,209.58
October	4,001.25	144.41	929.07	0	5,074.73
November	4,582.09	185.95	2,403.00	0	7,171.04
December	7,334.37	243.73	4,163.55	500.00	12,241.65
January	7,001.93	93.85	3,391.88	1,675.74	12,163.40
February	9,378.35	133.20	3,137.44	844.20	13,493.19
March	9,071.78	86.42	2,332.43	256.64	11,747.27
April	15,514.62	758.66	4,910.73	838.80	22,022.81
May	7,242.06	62.50	7,466.79	353.93	15,125.28
June	0	307.50	0	788.00	1,095.50
Collected as of 6/30/75	83,338.05	3,175.26	40,227.08	5,903.16	132,643.55
Outstanding Amounts	4,002.41*	0	66.47*	0	4,068.88*
Total Earned in Year	\$87,340.46	\$3,175.26	\$40,293.55	\$5,903.16	\$136,712.43

* Amount earned for the period 6/27-30/75 unknown.

Community Center
CATERING & CONCESSION EVENT DAYS
Fiscal Year Ending June 30, 1975

nth	Conc.	Misc. Conc.	Catering	Ancorp	Candle- rock	Del Prado	Dole	Dorman	Los Robles	Volume Service	Cosmo
1.	19	3	3	0	0	0	1- \$34.20	1- \$25.00	0	1- 5.52	0
g.	17	5	5	2-\$2,185.21	0	2-\$5,327.21	0	0	0	0	1-264.12
p.	21	6	6	0	0	0	3-\$3,072.88	1- \$424.52	0	2- 153.53	0
t.	29	7	9	1- \$206.71	0	0	1- \$69.54	3- \$620.48	0	4 32.34	0
v.	25	5	15	0	0	1-\$1,360.46	1- \$481.48	3- \$448.17	0	10- 112.89	0
e.	20	7	17	0	0	2- \$211.28	2- \$259.02	0	1-\$2,419.74	12-1,273.51	0
i.	25	3	21	2-\$1,148.17	0	0	4-\$1,135.39	2-\$1,045.33	0	13- 62.99	0
b.	43	4	18	1- \$276.00	0	0	0	5-\$2,314.50	0	12- 546.94	0
r.	43	4	18	2- \$400.00	0	0	3-\$1,224.83	0	0	13- 707.60	0
e.	46	7	12	2-\$3,325.56	1-\$18.90	0	0	2- \$843.41	1- \$211.68	6- 511.18	0
7	36	2	17	1- \$579.66	0	0	2-\$4,503.30	5-\$2,355.17	0	9 62.13*	0
1.	18	4	6	0	0	0	0	1- \$23.40	0	5 9.60*	0
	342	57	147	11-\$8,121.31	1-\$18.90	5-\$6,898.95	17-\$10,780.64	23-\$8,099.98	2-\$2,631.42	87-3,478.23	1-264.12

Total For All \$40,293.55

Catered Events 147

Community Center

BOX OFFICE REPORT
1974-75

<u>Date</u>	<u>Ticket Gross Income</u>	<u>Box Office Gross</u>	<u>Box Office Outlets</u>	<u>Box Office Net</u>	<u>Taxes</u>	<u>Number of Shows</u>
July	\$ 93,524.80	\$ 4,697.19	\$ 464.99	\$ 4,232.20	\$ 874.61	14
August	209,899.55	2,782.52	449.29	2,333.23	4,194.14	17
September	84,955.19	3,490.92	391.50	3,099.42	1,465.15	12
October	126,599.72	5,598.96	423.51	5,175.45	2,468.38	19
November	175,888.55	7,557.98	880.62	6,677.36	3,490.81	19
December	236,847.88	10,717.68	2,014.70	8,702.98	4,311.17	24
January	112,010.50	5,214.31	1,231.82	3,982.49	2,223.07	16
February	111,925.99	5,354.56		5,354.56	2,176.38	29
March	146,644.83	6,406.16		6,406.16	2,880.37	29
April	226,512.31	8,639.81		8,639.81	4,425.37	27
May	54,382.58	2,579.50		2,579.50	1,012.14	10
June	228,540.07	9,563.38		9,563.38	6,202.76	18
TOTAL	\$1,807,731.91	\$72,602.97	\$5,856.43	\$66,746.54	\$35,724.35	234

QUARTERLY REPORT

1st Quarter	388,379.54	10,970.63	1,305.78	9,664.85	6,533.90
2nd Quarter	539,336.15	23,874.62	3,318.83	20,555.79	10,270.36
3rd Quarter	370,581.32	16,975.03	1,231.82	15,743.21	7,279.82
4th Quarter	509,434.96	20,782.69		20,782.69	11,640.27
TOTAL	\$1,807,731.91	\$72,602.97	\$5,856.43	\$66,746.54	\$35,724.35

Community Center

FISCAL SUMMARY
YEAR 1

<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	\$ 13,898	\$ 6,286	\$ 4,232	\$ 875	41	134,738
August	24,503	15,013	2,333	4,194	49	56,309
September	31,597	11,210	3,099	1,465	62	72,643
October	24,090	5,075	5,175	2,468	64	46,692
November	28,568	7,171	6,677	3,491	81	91,229
December	34,848	12,242	8,703	4,311	60	73,114
January	29,089	12,163	3,982	2,223	64	50,374
February	30,988	13,493	5,355	2,176	91	62,392
March	32,825	11,747	6,406	2,880	83	70,258
April	48,028	22,023	8,640	4,425	122	130,191
May	19,680	15,125	2,580	1,012	74	50,407
June	27,897	1,095	9,563	6,203	45	65,541
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total	\$346,012	\$132,643	\$66,745	\$35,724	836	903,888
Outstanding Amount	7,919	4,069				
	<hr/>	<hr/>				
	\$353,931	\$136,712				

Community Center

REVENUE SUMMARY
1974-75

Rental Buildings and Equipment	\$353,930.87
Concessions	87,340.46
Catering	40,293.55
Misc. Concessions (Programs, Novelties)	3,175.26
Misc. Income	5,903.16
Box Office	66,746.54
	<hr/>
	\$557,389.84
Admission Tax	35,724.35
	<hr/>
	* \$593,114.19

* Direct revenue collected.

Community Center
PRELIMINARY EXPENDITURE
1974-75

	<u>Approved Budget</u>	<u>June 30 Expenditures</u>
Employee Services	\$ 243,563	\$ 204,556.00
Other Services and Supplies	1,522,664	1,482,347.88
Operating Total	1,766,227	1,686,903.88
Equipment	3,059	52,022.16
Capital Improvements	420,000	5,228.60
GRAND TOTAL	<u>\$2,189,286</u>	<u>\$1,744,154.64</u>

Rental Real Property \$1,374,760.60

Facility Maintenance Division Expenditures N/A.
Parks Division Expenditures N/A.