

Special Revenue Funds

CONVENTION & EVENT SERVICES: Mark Wisness, Director

Department Narrative

The Arlington Convention Center drives economic development and enhances the quality of life in the community by providing excellent facilities, equipment, and support services to conventions, trade shows, consumer shows, events, and local celebrations. By hosting these events, the Center generates millions of dollars in fiscal return to the City's hospitality, entertainment, and retail sectors. Direct revenue generated by the Center is a component of the Convention and Event Services Fund.

The staff is organized into three program areas: Business Administration, Event Coordination, and Facility Operations and Maintenance. The primary mission is to provide outstanding service to the clients and users of the Center, to stimulate their desire to return, and to enhance the City's reputation for excellence.

At A Glance

- 31 Total Authorized Positions
- Budget Break Down
- Personnel Services \$2,163,060
- Operating Expenses 6,811,857
- Capital Outlay 720,872
- **Total** **\$9,695,789**

Goals and Objectives

- **Goal:** Plan, Manage, & Maintain Public Assets
 - **Objective:** Maintain City Standards for all Equipment
 - **Objective:** Maintain City Standards for all Municipal Buildings
- **Goal:** Support & Expand Programs to Reduce Environmental Impacts
 - **Objective:** Mitigate Operating Costs & Impact on Environment

Budget Highlights

- Increased Recurring Funding for Arts & Revitalization \$50,000
- Increased Recurring Funding for Sr. Clerk Reclassification \$9,299
- Increased Recurring Funding for Internet Service Charges \$4,800
- Increased Recurring Funding for Hotel Feasibility Study \$125,000
- Increased Recurring Funding to CVB \$450,000
- One-time Funding for Ride-On Vacuum \$13,000
- One-time Funding for Air Wall Repair \$115,000
- One-time Funding for North Dock Load-In Curtains \$7,000
- One-time Funding for Boilers \$130,000
- One-time Funding for Lobby Benches \$5,000
- One-time Funding for North Dock-Liquid Dump Station \$16,500
- One-time Funding for Delphi Software Support \$1,589
- One-time Funding for Daktronics Video Board Replacement \$120,000
- One-time Funding for CVB \$200,000
- One-time Funding for Gateway Sign Funding Carried over from FY15 \$570,872

City-wide Budget Impacts

FY 2016 Expenditures are impacted by a targeted 3.5-7.5% compensation adjustment for employees depending on their job classification effective January 2016

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Scorecard

Convention and Event Services Fund Key Measures	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Target
Event (Client) Satisfaction Rating (Overall)	4.8	4.7	4.7	4.8
Square Foot Occupancy Percentage	65%	47%	51%	65%
New Events Held during year (booked by Center)	36	32	28	35
Return Events Held during year (booked by Center)	104	75	93	100
Cost Recovery	64%	74%	75%	90%

Convention and Event Services Fund Expenditures

	Actual FY 2014	Budgeted FY 2015	Estimated FY 2015	Adopted FY 2016
Convention Center	\$ 3,219,905	\$ 3,986,782	\$ 3,374,662	\$ 3,969,628
Convention & Visitors Bureau	3,871,000	4,000,000	4,000,000	4,650,000
Arts Funding	781,311	1,073,709	502,837	996,161
Downtown Revitalization	50,000	50,000	50,000	50,000
Fielder Museum	30,000	30,000	30,000	30,000
TOTAL	\$ 7,952,216	\$ 9,140,491	\$ 7,957,499	\$ 9,695,789

Authorized Positions and Expenditures by Category

	Actual FY 2014	Budgeted FY 2015	Estimated FY 2015	Adopted FY 2016
Authorized Positions	31	31	31	31
Personnel Services	\$ 1,860,115	\$ 2,138,067	\$ 2,086,005	\$ 2,163,060
Operating Expenses	5,375,726	6,179,004	5,618,946	6,811,857
Capital Outlay	716,374	823,420	823,420	720,872
TOTAL	\$ 7,952,216	\$ 9,140,491	\$ 7,957,499	\$ 9,695,789

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CONVENTION AND EVENT SERVICES FUND FY 2016 Operating Position

	Actual FY 2014	Budgeted FY 2015	Estimated FY 2015	Adopted FY 2016
BEGINNING BALANCE	\$ 936,910	\$ 969,872	\$ 960,057	\$ 1,546,279
TOTAL REVENUES	\$ 10,044,782	\$ 10,057,000	\$ 10,502,722	\$ 10,602,525
INTERFUND TRANSFERS:				
Debt Service - Grand Hall	\$ (1,281,187)	\$ (1,284,836)	\$ (1,284,836)	\$ (1,287,589)
Conv & Visitors Bureau Debt Service	(83,625)	(79,313)	(79,313)	(79,313)
(To) From Capital Maintenance Reserve	129,000	238,000	-	-
(To) From Hotel Attraction Support	20,225	125,000	-	125,000
To General Fund - Indirect Costs	<u>(723,852)</u>	<u>(594,852)</u>	<u>(594,852)</u>	<u>(691,824)</u>
TOTAL INTERFUND TRANSFERS	\$ (1,939,439)	\$ (1,596,001)	\$ (1,959,001)	\$ (1,933,726)
TOTAL AVAILABLE FUNDS	\$ 9,042,253	\$ 9,430,871	\$ 9,503,778	\$ 10,215,078
TOTAL EXPENDITURES	\$ 7,952,216	\$ 9,140,491	\$ 7,957,499	\$ 9,695,789
ENDING BALANCE	\$ 1,090,038	\$ 290,380	\$ 1,546,279	\$ 519,289