

SPECIAL REVENUE FUNDS

Convention and Event Services Fund

MARK WISNESS, DIRECTOR

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.

Goals and Objectives

- Goal 1: Plan, Manage, and Maintain Public Assets
 - Objective: Maintain City Standards for all Equipment
 - Objective: Maintain City Standards for all Municipal Buildings
- Goal 2: Support and Expand Programs to Reduce Environmental Impacts
 - Objective: Mitigate Operating Costs and Impact on Environment

Scorecard

Convention and Event Services Fund Key Measures	FY 2012 Actual	FY 2013 Actual	FY 2014 Actual	FY 2015 Target
Event (Client) Satisfaction Rating (Overall)	4.65	4.8	4.7	4.8
Square Foot Occupancy Percentage	61%	65%	47%	65%
New Events Held during year (booked by Center)	17	36	32	35
Return Events Held during year (booked by Center)	106	104	75	100
Cost Recovery	73%	64%	74%	90%

SPECIAL REVENUE FUNDS

CONVENTION AND EVENT SERVICES FUND FY 2015 Operating Position

	Actual FY 2013	Adopted FY 2014	Estimate FY 2014	Adopted FY 2015
BEGINNING BALANCE	\$ 1,957,146	\$ 678,465	\$ 936,910	\$ 969,872
TOTAL REVENUES	\$ 9,230,602	\$ 9,309,981	\$ 9,854,500	\$ 10,057,000
INTERFUND TRANSFERS:				
Debt Service - Grand Hall	\$ (1,274,301)	\$ (1,281,187)	\$ (1,281,187)	\$ (1,284,836)
Conv & Visitors Bureau Debt Service	(87,937)	(83,625)	(83,625)	(79,313)
(To) From Capital Maintenance Rese	-	129,000	129,000	238,000
FY 2008 Debt Repayment Reserve	(1,730,000)	-	-	-
(To) From Hotel Attraction Support	-	150,000	25,000	125,000
To General Fund - Indirect Costs	<u>(581,604)</u>	<u>(594,852)</u>	<u>(723,852)</u>	<u>(594,852)</u>
TOTAL INTERFUND TRANSFERS	\$ (3,673,842)	\$ (1,680,664)	\$ (1,934,664)	\$ (1,596,001)
TOTAL AVAILABLE FUNDS	\$ 7,513,906	\$ 8,307,782	\$ 8,856,746	\$ 9,430,871
TOTAL EXPENDITURES	\$ 6,562,231	\$ 8,221,367	\$ 7,886,874	\$ 9,140,491
ENDING BALANCE	\$ 951,675	\$ 86,415	\$ 969,872	\$ 290,380

Summary of Resources

Authorized Positions and Expenditures by Category				
	Actual FY 2013	Budgeted FY 2014	Estimated FY 2014	Adopted FY 2015
Authorized Positions	31	31	31	31
Personnel Services	\$ 1,729,658	\$ 2,166,969	\$ 2,128,747	\$ 2,138,067
Operating Expenses	4,313,749	5,404,398	5,301,772	6,179,004
Capital Outlay	<u>518,825</u>	<u>650,000</u>	<u>476,580</u>	<u>823,420</u>
TOTAL	\$ 6,562,231	\$ 8,221,367	\$ 7,907,099	\$ 9,140,491

The Summary of Resources table shows a comparison of actual, estimated and adopted expenditures and full-time positions.

SPECIAL REVENUE FUNDS

Budget Highlights

FY 2015 expenditures are impacted by a 2 % compensation adjustment for civilians effective in January 2015.

The following additional resources were provided to address Council priorities and other outcomes:

Description	One-Time	Recurring
Sound System - Meeting Room Upgrade	\$ 40,000	\$ -
Doors - North/South entry and Meeting Rooms	100,000	-
Concrete Repair	15,000	-
HVAC Control System Upgrade	25,000	-
Dock Leveler	8,000	-
Restroom Update	50,000	-
Hotel/Attraction Feasibility & Planning	125,000	-
Convention and Visitors Bureau - Arts Contract	25,000	-
Entertainment District- Gateway Signage Phase 2b	673,420	-
Convention and Visitors Bureau Support	-	375,000
Major Event Trust Fund Match	600,000	-
Totals:	\$ 1,661,420	\$ 375,000

Department Budget Detail

Convention and Event Services Fund Expenditures				
	Actual FY 2013	Budgeted FY 2014	Estimated FY 2014	Adopted FY 2015
Convention Center	\$ 3,057,231	\$ 3,395,078	\$ 3,234,005	\$ 3,986,782
Convention & Visitors Bureau	3,325,000	3,871,000	3,871,000	4,000,000
Arts Funding	100,000	875,289	701,869	1,073,709
Downtown Revitalization	50,000	50,000	50,000	50,000
Fielder Museum	30,000	30,000	30,000	30,000
TOTAL	\$ 6,562,231	\$ 8,221,367	\$ 7,886,874	\$ 9,140,491