

Special Revenue Funds

CONVENTION & EVENT SERVICES: Mike Hunter, Director

Department Narrative

The Arlington Convention Center drives economic development and enhances the quality of life in the community by providing facilities, equipment, and support services to the organizers of conventions, trade shows, consumer shows, and local events and celebrations. These activities generate millions of dollars in economic impact 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 operate and maintain outstanding facilities, and provide support services to the users and attendees of events at the Center in a manner that sets us apart from our competitors and enhances the City's reputation for excellence.

At A Glance

- 31 Authorized Positions
- Budget Break Down

Personnel Services	\$2,326,539
Operating Expenses	9,912,541
Capital Outlay	200,869
Total	\$12,439,949

Goals and Objectives

- **Goal:** Plan, Manage, & Maintain Public Assets
 - **Objective:** Maintain City Standards for all Equipment
 - **Objective:** Maintain City Standards for all Municipal Buildings

Budget Highlights

- Increased recurring funding for Arts & Revitalization \$50,000
- Increased recurring funding for Arlington Cultural Tourism Committee \$50,000
- Increased recurring funding for ACVB \$50,000
- One-time funding for Chiller & Pump Replacement \$800,000
- One-time funding for Oven Replacement \$39,000
- One-time funding for Trash Compactor – West Dock \$28,000
- One-time funding for High Extension Forklift Replacement \$35,000
- One-time funding for Parking Lot Improvements \$30,600
- One-time funding for Hotel & Convention Center Expansion Feasibility \$125,000
- One-time funding for Milo Pilot Project \$20,869
- One-time funding for Cemetery Fencing \$30,000

City-wide Budget Impacts

FY 2018 expenditures are impacted by a targeted 4.3% - 9.5% compensation adjustment depending on their job classification effective February 2018. Additionally, the city's contribution to employee health coverage will increase by 2.7% in FY 2018.

Scorecard

Convention and Event Services Fund Key Measures	FY 2015 Actual	FY 2016 Actual	FY 2017 Estimate	FY 2018 Target
Event (Client) Satisfaction Rating (Overall)	4.7	4.67	4.75	4.8
Square Foot Occupancy Percentage	51%	54%	55%	65%
New Events Held during year (booked by Center)	28	33	27	27
Return Events Held during year (booked by Center)	93	89	80	100
Cost Recovery	75%	82%	82%	90%

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Convention and Event Services Fund Expenditures

	Actual FY 2016	Budgeted FY 2017	Estimated FY 2017	Adopted FY 2018
Convention Center	\$ 3,443,809	\$ 4,132,977	\$ 3,766,577	\$ 4,662,710
Convention & Visitors Bureau	4,650,000	5,350,000	5,350,000	4,900,000
Arts & Revitalization	456,944	950,289	929,420	771,158
Downtown Revitalization	50,000	50,000	50,000	50,000
Fielder Museum	30,000	30,000	30,000	30,000
Non-HOT Funded Expenditures	-	-	-	2,026,081
TOTAL	\$ 8,630,753	\$ 10,513,266	\$ 10,125,997	\$ 12,439,949

Authorized Positions and Expenditures by Category

	Actual FY 2016	Budgeted FY 2017	Estimated FY 2017	Adopted FY 2018
Authorized Positions	31	31	31	31
Personnel Services	\$ 1,854,393	\$ 2,258,868	\$ 2,055,784	\$ 2,326,539
Operating Expenses	6,406,937	7,804,399	7,620,214	9,912,541
Capital Outlay	369,423	450,000	450,000	200,869
TOTAL	\$ 8,630,753	\$ 10,513,267	\$ 10,125,998	\$ 12,439,949

Special Revenue Funds

CONVENTION AND EVENT SERVICES FUND FY 2018 Operating Position

	Actual FY 2016	Budgeted FY 2017	Estimated FY 2017	Adopted FY 2018
BEGINNING BALANCE	\$ 1,880,610	\$ 2,445,705	\$ 2,829,484	\$ 1,815,180
REVENUES:				
Occupancy Tax	\$ 8,424,678	\$ 8,933,520	\$ 9,063,353	\$ 9,512,699
Stadium Rent/Naming Rights	1,000,000	2,500,000	2,500,000	2,500,000
Convention Center Revenues	<u>3,262,926</u>	<u>2,813,809</u>	<u>3,047,475</u>	<u>2,944,390</u>
TOTAL REVENUES	\$ 12,687,604	\$ 14,247,329	\$ 14,610,828	\$ 14,957,089
INTERFUND TRANSFERS:				
Debt Service - Grand Hall	\$ (1,287,589)	\$ (1,219,851)	\$ (1,219,851)	\$ -
(To) From Building Maintenance Reserve	-	-	-	800,000
From General Gas Funds for ATF Corpus	-	2,681,652	2,681,652	2,763,011
To ATF Corpus Reimbursement	-	(2,681,652)	(2,681,652)	(2,763,011)
To ATF, granting & interest	(1,125,000)	(1,470,019)	(1,470,019)	(1,388,660)
To Dispatch for Radio System Lease Payment	-	(928,301)	(928,301)	(928,301)
To Innovation Venture Capital	-	(1,171,925)	(1,171,925)	(1,003,125)
(To) From Hotel Attraction Support	-	125,000	-	125,000
To General Fund - Debt Repayment	-	-	-	(1,156,399)
To General Fund - Indirect Costs	<u>(691,824)</u>	<u>(709,038)</u>	<u>(709,038)</u>	<u>(604,161)</u>
TOTAL INTERFUND TRANSFERS	\$ (3,104,413)	\$ (5,374,134)	\$ (5,499,134)	\$ (4,155,646)
TOTAL AVAILABLE FUNDS	\$ 11,463,801	\$ 11,318,900	\$ 11,941,178	\$ 12,616,623
EXPENDITURES:				
Administration	\$ 771,464	\$ 1,057,207	\$ 598,743	\$ 1,184,420
Event Services	426,520	463,799	412,814	451,160
Facility Operations	1,671,373	1,719,963	1,855,834	1,771,878
Parking Operations	169,484	158,608	169,636	167,652
ACC Departmental Projects	404,968	733,400	729,550	1,087,600
Convention & Visitors Bureau	4,650,000	5,350,000	5,350,000	4,900,000
Arts & Revitalization	456,944	950,289	929,420	771,158
Downtown Revitalization	50,000	50,000	50,000	50,000
Fielder Museum	30,000	30,000	30,000	30,000
Non-Hot Funded Projects	-	-	-	<u>2,026,081</u>
TOTAL EXPENDITURES	\$ 8,630,753	\$ 10,513,266	\$ 10,125,997	\$ 12,439,949
ENDING BALANCE	\$ 2,833,048	\$ 805,634	\$ 1,815,181	\$ 176,674