

CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS

| | Actual 2000-01 | Budget 2001-02 | Amended Budget 2001-02 | Estimated 2001-02 | Budget 2002-03 |
|--------------------------------|-------------------|-------------------|------------------------------|----------------------|-------------------|
| Available Fund Balance | \$ 2,389 | \$ 2,389 | \$ 14,047 | \$ 14,047 | \$ 66,731 |
| <u>Revenues</u> | | | | | |
| Rentals | 131,654 | 143,391 | 143,391 | 136,222 | 162,247 |
| Sponsored events-booth rental | 65,274 | 92,200 | 92,200 | 80,300 | 85,500 |
| Sponsored events-ticket sales | 28,022 | 33,600 | 33,600 | 30,900 | 47,050 |
| Miscellaneous | 6,091 | 4,000 | 4,000 | 4,000 | 8,886 |
| Transfer from Mobile Home Park | - | - | - | 52,684 | - |
| General Fund subsidy | 57,466 | 50,397 | 50,397 | 50,784 | 57,857 |
| Total | 288,507 | 323,588 | 323,588 | 354,890 | 361,540 |
| Estimated Funds Available | 290,896 | 325,977 | 337,635 | 368,937 | 428,271 |
| <u>Expenditures</u> | | | | | |
| Personnel | 152,627 | 181,539 | 181,539 | 170,287 | 198,662 |
| Operating | 122,253 | 140,241 | 138,564 | 131,919 | 172,076 |
| Capital | 1,969 | 1,500 | 3,506 | - | - |
| Total Expenditures | 276,849 | 323,280 | 323,609 | 302,206 | 370,738 |
| Projected Ending Balance | \$ 14,047 | \$ 2,697 | \$ 14,026 | \$ 66,731 | \$ 57,533 |

MUNICIPAL AUDITORIUM

Mission Statement

To be the premier event venue for the City's various community, corporate and civic organizations. True to its 64 year history the Municipal Auditorium will continue to serve as the legendary home to the areas city-sponsored and civic events, which benefit residents and visitors alike.

Description of Operations

The Municipal Auditorium is the City's premier community venue. The historic facility, located at the northern gateway to the City of Sarasota, was placed on the National Register of Historic Places on February 24, 1995.

The department is responsible for multiple and diverse functions relating to the leasing of the facility, in addition to developing, organizing and conducting nearly 20 City sponsored events annually. Facility usage will generate an estimated \$279,000 in revenue for fiscal year 2002-03.

The Auditorium is maintained by an efficient staff ensuring maximum experience with minimum expense - to the facility's 365-day operation. Administrative staff consists of two full-time employees: Municipal Auditorium Manager and Administrative Assistant who supervise and support the auditorium's daily operations, including facility leasing and City-sponsored event development, marketing and implementation. The operations staff consists of two full-time Maintenance Specialists and two part-time Utility Specialists, responsible for building maintenance, program setups and monitoring the facility's events.

Goal - Responsible City Government

To maintain operating cost through revenues generated from facility usage, with minimal contribution from the General Fund.

Objectives

To lease the facility to various individuals and organizations.

To produce and execute 18 City sponsored events.

To preserve the historic facility through various CIP projects.

Performance Measures

| <u>Description</u> | <u>Unit</u> | <u>FY2000</u> | <u>FY 2001</u> | <u>FY 2002</u> | <u>FY 2003</u> |
|--|-------------|---------------|----------------|----------------|----------------|
| Output Measure | | | | | |
| Rentals, annual income | Dollars | \$116,044 | \$131,654 | \$136,222 | \$141,079 |
| Rentals, executed contracts | Number | 41 | 41 | 38 | 40 |
| City events, annual income | Dollars | \$78,343 | \$93,296 | \$111,200 | \$132,550 |
| City events scheduled | Number | 15 | 17 | 17 | 18 |
| Capital improvement projects | Number | 1 | 0 | 3 | n/a |
| Effectiveness Measure | | | | | |
| City events, annual vendor participation | Number | 750 | 800 | 850 | 900 |
| City events, annual guest attendance | Number | 22,000 | 28,000 | 30,000 | 32,000 |
| Survey/customer service satisfaction | Percent | n/a | n/a | 80 | 85 |
| Efficiency Measure | | | | | |
| General Fund subsidy | Dollars | \$85,397 | \$57,466 | \$50,784 | \$57,857 |

MUNICIPAL AUDITORIUM

Cost Center Expenditures By Category

| | FY 2001 Actual | FY 2002 Budget | FY 2003 Continuation | FY 2003 Issues | FY 2003 Totals |
|---------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| Personal Expenditures | 152,628 | 181,539 | 186,394 | 0 | 186,394 |
| Non Personal Expenditures | 91,619 | 108,380 | 111,155 | 0 | 111,155 |
| Capital Expenditures | 1,969 | 1,500 | 0 | 0 | 0 |
| Transfer Expenditures | 30,635 | 31,861 | 32,498 | 0 | 32,498 |
| Totals | \$276,851 | \$323,280 | \$330,047 | \$0 | \$330,047 |

Personnel Summary

| | | | | |
|------------------|------|------|------|------|
| Actual Positions | 6.00 | 6.00 | 0.00 | 6.00 |
|------------------|------|------|------|------|

Revenue Summary

| | Total |
|----------------------|-----------|
| CHARGES FOR SERVICES | 278,029 |
| TRANSFERS | 57,857 |
| | \$335,886 |

PAYNE PARK AUDITORIUM/MOBILE HOME PARK

Mission Statement

To provide a City-owned facility of high quality for a reasonable rental cost to private, non-profit, government, civic, corporate and educational organizations and groups to conduct activities to meet their community, cultural, social, recreational and business needs.

Description of Operations

The Payne Park Auditorium, built in 1962, consists of 5,000 square feet of usable space that includes the central auditorium (seats approximately 350), a serving kitchen, rest rooms, two meeting rooms and a handicap accessible stage. Since its dedication, the auditorium has served as the home to many scheduled public and private events that fulfilled the needs of many local community based organizations for meetings, dances, and concerts. The auditorium was, and still is, rented by many community, City and County organizations, and by many outside private and non-profit organizations.

The auditorium is owned, managed and maintained by the City. Staff duties include the scheduling and staffing of events, including concessions, setup and takedown of furniture and equipment, collection of fees and daily maintenance of the facility and its grounds.

Goal - Responsible City Government

To operate and maintain the auditorium in a manner that provides a quality facility that satisfies the needs of the renters and generates sufficient revenue to cover operating expenses.

Objectives

To study the rental cost schedule with the intent to maximize revenue while increasing use of the auditorium.

To design and initiate a user survey to evaluate the quality of services provided and the future needs of users.

To determine the feasibility of initiating an advertisement program to increase usage of the auditorium.

Performance Measures

| Description | Unit | FY2000 | FY 2001 | FY 2002 | FY 2003 |
|------------------------------|---------|--------|---------|---------|------------|
| Output Measure | | | | | |
| Events scheduled | Number | n/a | n/a | 130 | 130 |
| Effectiveness Measure | | | | | |
| Customer survey | Percent | n/a | n/a | n/a | 80 |
| Profit / (Loss) | Dollars | n/a | n/a | n/a | (\$15,000) |
| Efficiency Measure | | | | | |
| Cost per event | Dollars | n/a | n/a | n/a | \$313.01 |

Cost Center Expenditures By Category

| | FY 2001 Actual | FY 2002 Budget | FY 2003 Continuation | FY 2003 Issues | FY 2003 Totals |
|---------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| Personal Expenditures | 0 | 0 | 12,268 | 0 | 12,268 |
| Non Personal Expenditures | 0 | 0 | 28,423 | 0 | 28,423 |
| Totals | \$0 | \$0 | \$40,691 | \$0 | \$40,691 |

Personnel Summary

| | | | | |
|------------------|------|------|------|------|
| Actual Positions | 0.00 | 0.50 | 0.00 | 0.50 |
|------------------|------|------|------|------|

PAYNE PARK AUDITORIUM/MOBILE HOME PARK

Revenue Summary

| | Total |
|-------------------|-----------------|
| RENTS & ROYALTIES | 25,654 |
| | <u>\$25,654</u> |