

**CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS**

	Actual 2006-07	Budget 2007-08	Amended Budget 2007-08	Estimated 2007-08	Budget 2008-09
Available Fund Balance	\$ (20,883)	\$ -	\$ 542	\$ 542	\$ 7,119
<u>Revenues</u>					
Rentals	280,711	351,195	351,195	310,370	380,567
Sponsored events-booth rental	59,262	66,500	66,500	68,695	71,000
Sponsored events-ticket sales	24,253	48,500	48,500	36,400	38,400
Other charges for services	16,427	65,221	65,221	41,000	44,000
Merchandise sales	-	2,000	2,000	-	-
Miscellaneous	395	2,000	2,000	943	-
Total Revenues	<u>381,048</u>	<u>533,416</u>	<u>533,416</u>	<u>457,408</u>	<u>533,967</u>
<u>Expenditures</u>					
Personnel	310,069	343,893	343,893	309,292	276,055
Operating	201,240	292,548	302,952	276,623	273,877
Capital	1,314	-	916	916	-
Total Expenditures	<u>512,623</u>	<u>636,441</u>	<u>647,761</u>	<u>586,831</u>	<u>549,932</u>
Increase (decrease) in Fund Balance without General Fund Subsidy	(131,575)	(103,025)	(114,345)	(129,423)	(15,965)
General Fund Subsidy	<u>153,000</u>	<u>107,415</u>	<u>107,415</u>	<u>136,000</u>	<u>10,000</u>
Increase (decrease) in Fund Balance	<u>21,425</u>	<u>4,390</u>	<u>(6,930)</u>	<u>6,577</u>	<u>(5,965)</u>
Projected Ending Balance	<u><u>\$ 542</u></u>	<u><u>\$ 4,390</u></u>	<u><u>\$ (6,388)</u></u>	<u><u>\$ 7,119</u></u>	<u><u>\$ 1,154</u></u>

MUNICIPAL AUDITORIUM

Mission Statement

The Municipal Auditorium will continue to stay true to its 70-year history of providing diverse forms of affordable entertainment for families, residents and visitors.

Description of Operations

The Municipal Auditorium is the City's premier community rental venue. This beloved icon was placed on the National Register of Historic Places in 1995. The facility will continue to be a highlight of the City, welcoming devoted patrons and new guests to visit Sarasota's historic landmark.

The auditorium's main source of revenue is generated through the rental income for the use of the facility. In fiscal year 2009 it is projected that \$275,000 will be generated by leasing the facilities to organizations and individuals for a myriad of events including; antique, coin jewelry, stamp and orchid shows, educational programs, debutante and military balls, fund raisers, proms, etc. The basic rental rates have been increased by 10% as of February, 2008. In addition to rentals, the auditorium sponsors 13 events annually which will generate approximately \$109,000.

A new endeavor for the Auditorium staff is the operation of the in-house concession stand. Previously, outside vendor's operated the concession and paid a percentage of sales for its use. As a result, concession revenue has increased from \$7,000 per year to an estimated \$36,000 per year.

A dedicated and efficient staff maintains the Auditorium, ensuring maximum experience with minimum expense. Municipal Auditorium Manager is responsible for multiple and diverse functions relating to the leasing of the facility; coordinating, marketing and organizing 13 City sponsored events. The operations staff consists of two full-time and one part-time Maintenance Technicians. In addition to maintenance, they are responsible for event setup and breakdown, monitoring of events, and concessions. All employees of the Auditorium work varied hours, which are dictated by the scheduled events.

CITYWIDE PRIORITIES

PRIORITY - Budget

Strategy

Market the facility for utilization by civic groups, individuals and organizations. Continue to maintain the facility through revenues generated while providing affordable diverse forms of entertainment.

Task

Lease the facility to a variety of clientele.

Produce and execute 13 City sponsored events.

Maintain this historic icon, preserving a key piece of Sarasota's history.

Promote the hall through expanded marketing, securing at least two new events a season.

PERFORMANCE MEASURES

Description	Unit	FY 2006	FY 2007	FY 2008	FY 2009
Output Measure					
Rentals, executed contracts	Number	50	49	51	53
City events scheduled	Number	13	13	15	13
Effectiveness Measure					
Annual vendor participation (City events)	Number	702	702	871	871
Annual guest attendance (City events)	Number	15,500	15,600	16,900	18,200

MUNICIPAL AUDITORIUM

Cost Center Expenditures By Category

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
Personnel	264,800	297,535	227,295	0	227,295
Operating Expenditures	125,516	153,989	140,241	0	140,241
Capital Expenditures	1,314	0	0	0	0
Transfer Expenditures	39,190	72,050	73,412	0	73,412
Totals	430,820	523,574	440,948	0	440,948

Personnel Summary

Actual Positions	5.00	3.00	0.00	3.00
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Revenue Summary

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
CHARGES FOR SERVICES	301,301	427,721	420,307	0	420,307
INTEREST	-1,477	0	0	0	0
OTHER MISCELLANEOUS REVENUES	476	0	0	0	0
TRANSFERS	153,000	107,415	10,000	0	10,000
	453,300	535,136	430,307	0	430,307

PAYNE PARK AUDITORIUM

Mission Statement

To provide a City-owned facility 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.

As previously approved, this facility is available for City Neighborhood Associations to use without paying a rental fee or obtaining the customary liability insurance coverage. Budgeted expenses include operating costs for insurance premiums and overhead.

CITYWIDE PRIORITIES

PRIORITY - Citizen Engagement

Strategy

To attract more citizens, non-profit and for-profit groups to conduct their events at the Auditorium.

Task

Continue to distribute brochures promoting the Auditorium and increase Auditorium use by visitors who are discovering the new Payne Park.

Maintain the Auditorium as a clean, attractive and affordable venue for events within the City of Sarasota.

PRIORITY - Sustainability/Green Initiatives

Strategy

To use green products for cleaning and maintenance of the property whenever possible.

Task

Purchase and utilize green products whenever possible.

PRIORITY - Budget

Strategy

To operate and maintain the auditorium in a manner that generates sufficient revenue to cover operating expenses.

Task

Attract additional community groups and organizations to the auditorium.

PAYNE PARK AUDITORIUM

PERFORMANCE MEASURES

Description	Unit	FY 2006	FY 2007	FY 2008	FY 2009
Input Measure					
Events	Number	135	135	151	184
Effectiveness Measure					
Profit / (Loss)	Dollars	(\$16,544)	(\$16,544)	(\$22,008)	\$7,776
Efficiency Measure					
Cost per event	Dollars	\$511.00	\$511.00	\$688.79	\$573.17

Cost Center Expenditures By Category

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
Personnel	45,267	46,358	48,760	0	48,760
Operating Expenditures	36,532	52,309	44,991	0	44,991
Capital Expenditures	0	0	0	0	0
Transfer Expenditures	0	14,200	15,233	0	15,233
Totals	81,799	112,867	108,984	0	108,984

Personnel Summary

Actual Positions	1.00	1.00	0.00	1.00
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Revenue Summary

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
RENTS & ROYALTIES	79,352	105,695	113,660	0	113,660
OTHER MISCELLANEOUS REVENUES	1,369	0	0	0	0
	80,721	105,695	113,660	0	113,660