

**CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS**

	Actual 2007-08	Budget 2008-09	Amended Budget 2008-09	Estimated 2008-09	Budget 2009-10
Available Fund Balance	\$ 542	\$ 7,119	\$ (6,957)	\$ (6,957)	\$ -
<u>Revenues</u>					
Rentals	281,824	380,567	380,567	338,566	357,267
Sponsored events-booth rental	68,984	71,000	71,000	68,887	75,776
Sponsored events-ticket sales	25,245	38,400	38,400	31,200	33,880
Other charges for services	30,697	44,000	44,000	36,625	41,200
Miscellaneous	988	-	-	486	550
Total Revenues	<u>407,738</u>	<u>533,967</u>	<u>533,967</u>	<u>475,764</u>	<u>508,673</u>
<u>Expenditures</u>					
Personnel	321,353	276,055	276,055	220,834	232,139
Operating	275,859	273,877	274,052	266,077	259,587
Capital	2,025	-	1,300	1,300	-
Total Expenditures	<u>599,237</u>	<u>549,932</u>	<u>551,407</u>	<u>488,211</u>	<u>491,726</u>
Increase (decrease) in Fund Balance without General Fund Subsidy	(191,499)	(15,965)	(17,440)	(12,447)	16,947
General Fund Subsidy	<u>184,000</u>	<u>10,000</u>	<u>10,000</u>	<u>19,404</u>	<u>-</u>
Increase (decrease) in Fund Balance	<u>(7,499)</u>	<u>(5,965)</u>	<u>(7,440)</u>	<u>6,957</u>	<u>16,947</u>
Projected Ending Balance	<u><u>\$ (6,957)</u></u>	<u><u>\$ 1,154</u></u>	<u><u>\$ (14,397)</u></u>	<u><u>\$ -</u></u>	<u><u>\$ 16,947</u></u>

MUNICIPAL AUDITORIUM

Mission Statement

The Municipal Auditorium will stay true to its 71 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 Auditorium has remained a pristine historical landmark that is valued by the community and is a treasured asset. The facility will continue to be a highlight of the City, welcome devoted patrons and new guests to visit Sarasota's historic landmark.

A Marketing Plan was developed during FY08-09, with the overall objective of creating corporate and public awareness of the facility and its amenities. The Municipal Auditorium is a well known established local business. However, in order to reach new clientele it is imperative that staff open the doors to the Internet and expose the City to new business opportunities. Key factors of the Marketing Plan include the development of a separate interactive web site; creation of a facility logo in conjunction with the Ringling School of Art; and the installation of current technologies (audio/visual equipment and Wi-Fi capabilities).

The Auditorium's main source of revenue is generated through the rental income for the use of the facility. In fiscal year 2010 it is projected that \$249,000 will be generated by leasing the facility to organizations and individuals for a myriad of events include: antique, coin, jewelry, stamp and orchid shows, educational programs, proms, fundraisers, etc. The basic rental rate will increase 2.5% for non-profits and 5% for profit based organizations. In addition to rentals, the auditorium sponsors 13 events which will generate approximately \$109,000 annually. Additionally, the Auditorium staff runs the operation of the in-house concession stand creating another \$32,000 in revenues.

A dedicated and efficient staff maintains the Auditorium, ensuring maximum experience with minimum expense. Auditorium Manager is responsible for multiple and diverse functions relating to the leasing of the facility; and coordinating and marketing 13 City sponsored events. The operations staff consists of one full-time and one part-time Maintenance Technician. 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 determined by the scheduled events.

CITYWIDE PRIORITIES

PRIORITY - Citizen Engagement

Strategy

Market the facility to create corporate and public awareness of the facility and its amenities which will result in additional revenue and event participation. Maintain the facility through revenues generated while providing affordable diverse forms of entertainment.

Task

Implement Marketing Plan.

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.

PERFORMANCE MEASURES

Description	Unit	FY 2007	FY 2008	FY 2009	FY 2010
Output Measure					
Days facility is occupancy	Number	150	169	155	155
City events scheduled	Number	13	13	13	13
Effectiveness Measure					
Annual guest attendance (City events)	Number	19,200	14,622	15,600	16,940

MUNICIPAL AUDITORIUM

Cost Center Expenditures By Category

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
Personnel	272,354	227,295	170,400	0	170,400
Operating Expenditures	149,097	140,241	147,112	0	147,112
Capital Expenditures	0	0	0	0	0
Transfer Expenditures	72,050	73,412	57,958	0	57,958
Totals	493,501	440,948	375,470	0	375,470

Personnel Summary

Actual Positions	3.00	1.85	0.00	1.85
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Revenue Summary

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
CHARGES FOR SERVICES	333,698	420,307	386,813	0	386,813
INTEREST	265	0	0	0	0
OTHER MISCELLANEOUS REVENUES	521	0	500	0	500
TRANSFERS	184,000	10,000	0	0	0
	518,484	430,307	387,313	0	387,313

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 is the perfect community venue nestled within the City of Sarasota's Payne Park and offers 5,000 square feet of rental space. The facility was constructed in 1962 and has continued to service the needs of the community since its inception. A typical month's events include concerts, dances, rehearsals, catered luncheons and meetings.

The Auditorium's staff is limited, and share staffing resources with the Municipal Auditorium. The Manager leases the facility and coordinates events and schedules. The Maintenance Technician is responsible for all aspects of maintenance to the facility. Additional responsibilities include event setup and breakdown, monitoring of events and concessions. All employees of the Auditorium work varied hours, which are determined by the scheduled events.

CITYWIDE PRIORITIES

PRIORITY - Citizen Engagement

Strategy

Create public awareness of the Payne Park Auditorium and it's amenities.

Task

Generate sufficient revenues to cover operational expenses.

Market the facility to local organizations to meet their business, cultural, recreational and social needs.

Provide a clean and well maintained facility.

PERFORMANCE MEASURES

Description	Unit	FY 2007	FY 2008	FY 2009	FY 2010
Effectiveness Measure					
Days facility occupied	Number	230	286	326	328

Cost Center Expenditures By Category

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
Personnel	48,999	48,760	61,739	0	61,739
Operating Expenditures	40,511	44,991	37,412	0	37,412
Capital Expenditures	2,024	0	0	0	0
Transfer Expenditures	14,200	15,233	17,105	0	17,105
Totals	105,734	108,984	116,256	0	116,256

Personnel Summary

Actual Positions	1.00	1.15	0.00	1.15
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Revenue Summary

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
RENTS & ROYALTIES	73,210	113,660	121,310	0	121,310
OTHER MISCELLANEOUS REVENUES	44	0	50	0	50
	73,254	113,660	121,360	0	121,360