

**CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS**

	Actual 2008-09	Budget 2009-10	Amended Budget 2009-10	Estimated 2009-10	Budget 2010-11
Available Fund Balance	\$ (6,957)	\$ -	\$ (4,018)	\$ (4,018)	\$ -
<u>Revenues</u>					
Rentals	332,903	357,267	357,267	307,749	313,749
Sponsored events-booth rental	50,617	75,776	75,776	72,515	74,113
Sponsored events-ticket sales	24,824	33,880	33,880	29,968	27,950
Concessions	30,922	41,200	41,200	35,107	39,000
Miscellaneous	3,058	550	550	944	335
Total Revenues	442,324	508,673	508,673	446,283	455,147
<u>Expenditures</u>					
Personnel	239,691	232,139	232,639	225,169	262,433
Operating	248,394	259,587	259,273	243,303	230,845
Capital	1,300	-	-	-	-
Total Expenditures	489,385	491,726	491,912	468,472	493,278
Increase (decrease) in Fund Balance without General Fund Subsidy	(47,061)	16,947	16,761	(22,189)	(38,131)
General Fund Subsidy	50,000	-	-	26,207	38,131
Increase (decrease) in Fund Balance	2,939	16,947	16,761	4,018	-
Projected Ending Balance	\$ (4,018)	\$ 16,947	\$ 12,743	\$ -	\$ -

CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS

	Municipal Auditorium				
	Actual	Budget	Amended Budget	Estimated	Budget
	2008-09	2009-10	2009-10	2009-10	2010-11
Available Fund Balance	\$ 3,293	\$ -	\$ (26,526)	\$ (26,526)	\$ -
<u>Revenues</u>					
Rentals	234,931	245,157	245,157	228,283	224,933
Sponsored events-booth rental	50,617	75,776	75,776	72,515	74,113
Sponsored events-ticket sales	24,824	33,880	33,880	29,968	27,950
Concessions	24,713	32,000	32,000	28,307	32,000
Miscellaneous	2,954	500	500	912	300
Total Revenues	338,039	387,313	387,313	359,985	359,296
<u>Expenditures</u>					
Personnel	219,012	170,400	170,600	165,121	193,283
Operating	197,546	205,070	204,953	193,320	179,154
Capital	1,300	-	-	-	-
Total Expenditures	417,858	375,470	375,553	358,441	372,437
Increase (decrease) in Fund Balance without General Fund Subsidy	(79,819)	11,843	11,760	1,544	(13,141)
General Fund Subsidy	50,000	-	-	24,982	13,141
Increase (decrease) in Fund Balance	(29,819)	11,843	11,760	26,526	-
Projected Ending Balance	\$ (26,526)	\$ 11,843	\$ (14,766)	\$ -	\$ -

CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS

Payne Park Auditorium

	Actual 2008-09	Budget 2009-10	Amended Budget 2009-10	Estimated 2009-10	Budget 2010-11
Available Fund Balance	\$(10,250)	\$ -	\$ 22,508	\$ 22,508	\$ -
<u>Revenues</u>					
Rentals	97,972	112,110	112,110	79,466	88,816
Sponsored events-booth rental	-	-	-	-	-
Sponsored events-ticket sales	-	-	-	-	-
Concessions	6,209	9,200	9,200	6,800	7,000
Miscellaneous	104	50	50	32	35
Total Revenues	<u>104,285</u>	<u>121,360</u>	<u>121,360</u>	<u>86,298</u>	<u>95,851</u>
<u>Expenditures</u>					
Personnel	20,679	61,739	62,039	60,048	69,150
Operating	50,848	54,517	54,320	49,983	51,691
Capital	-	-	-	-	-
Total Expenditures	<u>71,527</u>	<u>116,256</u>	<u>116,359</u>	<u>110,031</u>	<u>120,841</u>
Increase (decrease) in Fund Balance without General Fund Subsidy	32,758	5,104	5,001	(23,733)	(24,990)
General Fund Subsidy	-	-	-	1,225	24,990
Increase (decrease) in Fund Balance	<u>32,758</u>	<u>5,104</u>	<u>5,001</u>	<u>(22,508)</u>	<u>-</u>
Projected Ending Balance	<u><u>\$ 22,508</u></u>	<u><u>\$ 5,104</u></u>	<u><u>\$ 27,509</u></u>	<u><u>\$ -</u></u>	<u><u>\$ -</u></u>

MUNICIPAL AUDITORIUM

Mission Statement

The Municipal Auditorium will stay true to its 73 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.

The Auditorium's main source of revenue is generated through the rental income for the use of the facility. The revenue is generated by leasing the facility to organizations and individuals for a myriad of events including antique, coin, jewelry, stamp and orchid shows, educational programs, proms and fundraisers. In addition to rentals, the auditorium sponsors numerous events which generate revenue and the in-house concession stand will generate revenue.

A dedicated and efficient staff maintains the Auditorium, ensuring maximum experience with minimum expense. The Auditorium Manager is responsible for multiple and diverse functions relating to the leasing of the facility and coordinating and marketing of the City sponsored events. In addition to maintenance, the operations staff 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 - BUDGET AND FINANCE

Strategy

To balance the City's budget with consideration given to citizen satisfaction, City adopted priorities and organizational health.

Objective

- Consider the adoption of an expansive 'Rate Philosophy' that provides comprehensive direction for departmental efforts to balance budgets with regards to charging for 'personal services', increasing user fees, etc.

PRIORITY - OPERATIONAL FOCUS

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.

Objective

- 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 2008	FY 2009	FY 2010	FY 2011
Output Measure					
Days facility is occupied	Number	160	152	157	160
City events scheduled	Number	13	13	14	13
Effectiveness Measure					
Annual guest attendance (City events)	Number	12,630	12,412	14,984	13,975

MUNICIPAL AUDITORIUM

Cost Center Expenditures By Category

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Personnel	219,013	170,400	193,283	0	193,283
Operating Expenditures	124,135	147,112	136,349	0	136,349
Capital Expenditures	1,300	0	0	0	0
Transfer Expenditures	73,412	57,958	42,805	0	42,805
Totals	417,860	375,470	372,437	0	372,437

Personnel Summary

Actual Positions	1.85	2.25	0.00	2.25
------------------	------	------	------	------

Revenue Summary

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Charges for Services	335,085	386,813	358,996	0	358,996
Interest	2,360	0	0	0	0
Other Miscellaneous Revenues	594	500	300	0	300
Transfers	50,000	0	13,141	0	13,141
	388,039	387,313	372,437	0	372,437

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 - OPERATIONAL FOCUS

Strategy

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

Objective

-
- 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 2008	FY 2009	FY 2010	FY 2011
Effectiveness Measure					
Days facility occupied	Number	238	334	282	286

Cost Center Expenditures By Category

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Personnel	20,679	61,739	69,150	0	69,150
Operating Expenditures	35,616	37,412	31,219	0	31,219
Capital Expenditures	0	0	0	0	0
Transfer Expenditures	15,233	17,105	20,472	0	20,472
Totals	71,528	116,256	120,841	0	120,841

Personnel Summary

Actual Positions	1.15	1.25	0.00	1.25
------------------	------	------	------	------

PAYNE PARK AUDITORIUM

Revenue Summary	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Rents & Royalties	104,188	121,310	95,816	0	95,816
Other Miscellaneous Revenues	97	50	35	0	35
Transfers	0	0	24,990	0	24,990
	104,285	121,360	120,841	0	120,841