

CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS

(Including Municipal Auditorium, Bayfront Community Center & Payne Park Auditorium)
Fund 427

	Actual 2012-13	Budget 2013-14	Amended Budget 2013-14	Estimated 2013-14	Budget 2014-15
Available Fund Balance	\$ 19,210	\$ 19,210	\$ 39,511	\$ 39,511	\$ 41,644
<u>Revenues</u>					
Rentals	294,346	254,192	254,192	259,788	295,136
Sponsored events-booth rental	64,347	74,355	74,355	42,008	36,288
Sponsored events-ticket sales	39,119	36,000	36,000	25,472	20,895
Concessions	25,511	24,563	24,563	20,377	21,340
Miscellaneous	971	500	500	551	5,100
Total Revenues	424,294	389,610	389,610	348,196	378,759
<u>Expenditures</u>					
Personnel	244,959	269,683	275,180	258,204	282,143
Operating	213,807	299,024	297,744	270,676	274,704
Capital	4,461	14,000	15,280	10,280	9,500
Total Expenditures	463,227	582,707	588,204	539,160	566,347
Increase (decrease) in Fund Balance without General Fund Subsidy	(38,933)	(193,097)	(198,594)	(190,964)	(187,588)
General Fund Subsidy	59,234	193,097	193,097	193,097	161,839
Increase (decrease) in Fund Balance	20,301	-	(5,497)	2,133	(25,749)
Projected Ending Balance	\$ 39,511	\$ 19,210	\$ 34,014	\$ 41,644	\$ 15,895

CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS
(Operating Detail)

Municipal Auditorium/Bayfront Community Center

	Actual 2012-13	Budget 2013-14	Amended Budget 2013-14	Estimated 2013-14	Budget 2014-15
<u>Revenues</u>					
Rentals	229,599	254,192	254,192	233,465	267,655
Sponsored events-booth rental	64,347	74,355	74,355	42,008	36,288
Sponsored events-ticket sales	39,119	36,000	36,000	25,472	20,895
Concessions	20,589	24,563	24,563	19,848	20,840
Miscellaneous	766	500	500	547	250
Total Revenues	<u>354,420</u>	<u>389,610</u>	<u>389,610</u>	<u>321,340</u>	<u>345,928</u>
<u>Expenditures</u>					
Personnel	179,376	269,683	275,180	258,204	282,143
Operating	169,750	219,024	217,744	214,244	207,991
Capital	4,461	14,000	15,280	10,280	9,500
Total Expenditures	<u>353,587</u>	<u>502,707</u>	<u>508,204</u>	<u>482,728</u>	<u>499,634</u>
Net Operating Gain (Loss) without General Fund Subsidy	833	(113,097)	(118,594)	(161,388)	(153,706)
General Fund Subsidy	<u>-</u>	<u>113,097</u>	<u>113,097</u>	<u>163,521</u>	<u>127,957</u>
Operating Gain (Loss) after Subsidy	<u>\$ 833</u>	<u>\$ -</u>	<u>\$ (5,497)</u>	<u>\$ 2,133</u>	<u>\$ (25,749)</u>

CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS
(Operating Detail)

Payne Park Auditorium

	Actual 2012-13	Budget 2013-14	Amended Budget 2013-14	Estimated 2013-14	Budget 2014-15
<u>Revenues</u>					
Rentals	64,747	-	-	26,323	27,481
Sponsored events-booth rental	-	-	-	-	-
Sponsored events-ticket sales	-	-	-	-	-
Concessions	4,922	-	-	529	500
Miscellaneous	205	-	-	4	4,850
Total Revenues	<u>69,874</u>	<u>-</u>	<u>-</u>	<u>26,856</u>	<u>32,831</u>
<u>Expenditures</u>					
Personnel	65,583	-	-	-	-
Operating	44,057	80,000	80,000	56,432	66,713
Capital	-	-	-	-	-
Total Expenditures	<u>109,640</u>	<u>80,000</u>	<u>80,000</u>	<u>56,432</u>	<u>66,713</u>
Net Operating Gain (Loss) without General Fund Subsidy	(39,766)	(80,000)	(80,000)	(29,576)	(33,882)
General Fund Subsidy	<u>59,234</u>	<u>80,000</u>	<u>80,000</u>	<u>29,576</u>	<u>33,882</u>
Operating Gain (Loss) after Subsidy	<u>\$ 19,468</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

Municipal Auditorium

Mission Statement

To provide the Community with two well-run, historically-significant, attractive venues for reasonably priced rental.

Description of Operations

The Municipal Auditorium and Bayfront Community Center were completed in 1938 as a PWA project, and, after a second floor was added to the Community Center in 1940, resulted in over 20,000 sf of finished auditorium area between Tamiami Trail and the Sarasota bayfront. The Municipal Auditorium is a grand 'deco-moderne' barrel-vaulted auditorium of over 16,000 sf that faces east onto Tamiami Trail while the two-story Bayfront Community (or 'John Chidsey Center') faces west over the Bayfront. Staff actively markets these two historically designated locations as affordable and attractive rental venues for events ranging from private occasions to political rallies and everything in-between. Staff oversees the operation of the facilities, including a digital variable-message board on U.S. 41, and participates in event logistics and scheduling, as well as set-up, break down, event monitoring, and operating the Auditorium's concession stand during events.

CITYWIDE PRIORITIES

PRIORITY - Operational Focus

Strategy

Preserve and promote the Municipal Auditorium and the Bayfront Community Center as affordable, attractive event venues.

Objective

- To oversee the care and operations of the historic buildings and to lease the facilities for public and private events.
- To market the facilities for event rental via print marketing, City web pages, and a variable-message sign located on U.S. 41.

PERFORMANCE MEASURES

Description	Unit	FY 2012	FY 2013	FY 2014	FY 2015
Effectiveness Measure					
Days Municipal Auditorium rented	Number	154	131	123	126
Days Bayfront Community Ctr rented	Number	70	51	51	51

Cost Center Expenditures By Category

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Personnel	179,377	269,683	282,143	0	282,143
Operating Expenditures	167,057	219,024	207,991	0	207,991
Capital Expenditures	4,461	14,000	9,500	0	9,500
Transfer Expenditures	2,692	0	0	0	0
Totals	353,587	502,707	499,634	0	499,634

Personnel Summary

Actual Positions	3.20	3.20	0.00	3.20
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Revenue Summary

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Charges for Services	353,654	389,110	345,678	0	345,678
Interest	105	0	0	0	0
Other Miscellaneous Revenues	661	500	250	0	250
Transfers	0	113,097	127,957	0	127,957
Totals	354,420	502,707	473,885	0	473,885

Payne Park Auditorium

Mission Statement

Operate the Payne Park Auditorium as a rental venue while evaluating options for the future of the facility.

Description of Operations

Payne Park Auditorium is a 5,000 square foot facility constructed in 1962 and located on the west side of the City's 29-acre Payne Park. The auditorium has experienced declining utilization and growing operational costs (due to deferred capital improvements) which has resulted in discussions regarding the cost/benefit of demolishing the building. The City is now receiving community input and assessing future options for the structure, and Staff continues to work to rent the facility as an event venue in the meantime. Revenues are primarily generated by one annual lease holder in addition to intermittent requests for meeting space from community groups. City Staff has also worked to populate the facility by incorporating the Auditorium in the City's Robert L. Taylor Spring Break camp which was held (for the first time) in the spring of 2014, and allowed campers to enjoy the Auditorium's close proximity to all of Payne Park's amenities.

CITYWIDE PRIORITIES

PRIORITY - Operational Focus

Strategy

Increase facility usage as a rental venue for community groups, events, private functions, etc.

Objective

- To increase usage of the Auditorium by working with the City's Parks and Recreation division.
- To advertise the Auditorium as an attractive, affordable rental venue.

PERFORMANCE MEASURES

Description	Unit	FY 2012	FY 2013	FY 2014	FY 2015
Effectiveness Measure					
Days the Auditorium was occupied/rented	Number	111	60	65	115

Cost Center Expenditures By Category

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Personnel	65,583	0	0	0	0
Operating Expenditures	44,056	80,000	66,713	0	66,713
Totals	109,639	80,000	66,713	0	66,713

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Charges for Services	69,081	0	27,981	0	27,981
Rents & Royalties	588	0	0	0	0
Other Miscellaneous Revenues	205	0	4,850	0	4,850
Transfers	59,234	80,000	33,882	0	33,882
	129,108	80,000	66,713	0	66,713