

# CONVENTION AND EVENT SERVICES

## **DEPARTMENT MISSION**

Provide quality services and facilities for the City of Dallas through efficient management, marketing, and promotion of the Dallas Convention Center, Farmers Market, Union Station, Reunion Arena and Special Events, while generating revenues to support these activities.

## **PROGRAM DESCRIPTION**

### **Event Management**

Provides coordination and in-house management of facility usage and services for international and national conventions, trade shows, public events and meetings at the Convention Center.

### **Convention Utilities**

Provides Convention Center's clients electrical, plumbing, sound and lighting services and installation.

### **Facility Maintenance**

Provides for the routine and preventative maintenance of building operations and equipment.

### **Farmers Market**

Provides management of market facilities and coordination of stall rentals for sale of farm produce, floral and specialty items.

### **Finance and Administration**

Provides financial, accounting and administrative support for all departmental programs.

### **Special Events**

Permits special events and filming activities.

### **Union Station**

Manage and oversee lease agreement for Union Station.

### **Reunion Arena**

Provides a sports and entertainment facility to serve the patrons of Reunion Arena

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## OBJECTIVES FOR FY 2002-2003

- Upgrade existing facility to match operating capacity of recent and future expansion areas
- Implement web-based communications with contractors, customers, and clients to enhance communications and share information
- Privatize parking operations to capture maximum parking revenue and protect facility assets while maintaining customer services
- Resume management of Reunion Arena and maximize revenues through co-marketing with the Convention Center as a site for general sessions as well as aggressively booking sports and entertainment events

## MAJOR BUDGET ITEMS

- Add 15.4 regular FTEs and \$754,360 for full year funding for Convention Center expansion program (Customer Service Representatives Management Assistants, Office Assistants, Electrician, HVAC Mechanics, Plumber and Custodial workers)
- Add 7.0 regular FTEs and \$3,498,300 for the resumed operation of Reunion Arena
- Add \$165,000 for additional security for the Convention Center Expansion
- Add \$30,000 for Convention and Visitors Bureau film industry funding
- Save \$4,901 and delete 0.1 regular FTE for implementation of Pay Card efficiencies
- Save \$438,118 through various operational efficiencies including reduction of cellular phones, copiers and memberships
- Freeze 35.0 positions and \$1,350,670 due to decline in Hotel Occupancy Tax revenues and reduced events scheduled (Trades Helpers, Electricians, Mechanics, Plumbers, Climate Control Technicians, Office Assistants, Customer Service Representatives, Crew Leaders, Storekeeper, Coordinators, Managers and Maintenance Workers)
- Delete 6.0 regular FTEs and \$288,919 for staff reductions (Parking Attendants, Office Assistants, Safety Officer, Coordinator)
- Delete 1.2 regular FTEs and \$58,819 for Human Resources Information System implementation
- Delete 1.5 regular FTEs and transfer \$73,525 for Accounts Payable Consolidation
- Delete \$135,000 for Film Commission funding

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### MAJOR BUDGET ITEMS (CONTINUED)

- Delete \$150,000 for Special Events funding
- Reduce \$3,000,000 for the transfer to the capital construction fund
- Reduce \$465,000 in custodial services from efficiencies
- Reduce \$155,426 for the reimbursement to Police Department for Farmers Market Security

## CONVENTION AND EVENT SERVICES

|                                   | FY 2000-01<br>Actual | FY 2001-02<br>Budget | FY 2001-02<br>Estimate | FY 2002-03<br>Adopted |
|-----------------------------------|----------------------|----------------------|------------------------|-----------------------|
| <b>BEGINNING FUND BALANCE</b>     | 18,118,933           | 11,327,192           | 11,327,192             | 7,231,679             |
| <b>REVENUES</b>                   |                      |                      |                        |                       |
| Hotel Occupancy Tax               | 36,499,429           | 38,650,000           | 30,500,000             | 34,000,000            |
| Contract Services                 | 9,337,905            | 8,300,000            | 8,300,000              | 8,465,000             |
| Alcohol Beverage Tax              | 6,427,220            | 6,400,000            | 6,500,000              | 6,500,000             |
| All Remaining Revenues            | 13,922,414           | 14,824,786           | 14,218,931             | 13,618,836            |
| <b>TOTAL REVENUES</b>             | 66,186,968           | 68,174,786           | 59,518,931             | 62,583,836            |
| <b>EXPENDITURES (By Program)</b>  |                      |                      |                        |                       |
| Event Management                  | 8,475,040            | 7,728,837            | 7,916,324              | 8,161,841             |
| Convention Utilities              | 5,607,028            | 6,149,917            | 6,061,009              | 5,106,737             |
| Facility Maintenance              | 6,870,728            | 7,004,972            | 6,323,515              | 6,362,708             |
| Farmers Market                    | 1,379,597            | 1,671,985            | 1,611,318              | 1,296,355             |
| Finance and Administration        | 49,219,692           | 46,533,310           | 40,681,292             | 37,593,393            |
| Special Events                    | 312,710              | 367,556              | 344,552                | 210,714               |
| Union Station                     | 701,548              | 742,357              | 676,434                | 701,971               |
| Reunion Arena                     | 412,366              | 0                    | 0                      | 3,498,300             |
| <b>TOTAL EXPENDITURES</b>         | 72,978,709           | 70,198,934           | 63,614,444             | 62,932,019            |
| <b>ENDING FUND BALANCE</b>        | 11,327,192           | 9,303,044            | 7,231,679              | 6,883,496             |
| <b>EXPENDITURES (By Category)</b> |                      |                      |                        |                       |
| Salaries and Benefits             | 7,112,837            | 8,205,501            | 8,012,243              | 7,891,932             |
| Supplies and Materials            | 5,780,854            | 5,079,098            | 4,831,650              | 5,209,346             |
| Other Services and Charges        | 60,009,553           | 56,914,335           | 50,763,026             | 49,830,741            |
| Capital Outlays                   | 75,568               | 0                    | 35,888                 | 0                     |
| Reimbursements                    | (103)                | 0                    | (28,363)               | 0                     |
| <b>TOTAL</b>                      | 72,978,709           | 70,198,934           | 63,614,444             | 62,932,019            |

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|                            | FY 2000-01<br>Actual | FY 2001-02<br>Budget | FY 2001-02<br>Estimate | FY 2002-03<br>Adopted |
|----------------------------|----------------------|----------------------|------------------------|-----------------------|
| <b>FTEs (By Type)</b>      |                      |                      |                        |                       |
| Regular                    | 140.7                | 163.1                | 150.7                  | 176.7                 |
| Overtime                   | 4.7                  | 2.4                  | 5.3                    | 2.4                   |
| Temporary Help             | 4.5                  | 10.0                 | 3.4                    | 10.0                  |
| Day Labor                  | 81.1                 | 0.0                  | 0.0                    | 0.0                   |
| <b>TOTAL</b>               | 231.0                | 175.5                | 159.4                  | 189.1                 |
| <b>FTEs (By Program)</b>   |                      |                      |                        |                       |
| Event Management           | 18.7                 | 19.8                 | 19.1                   | 17.5                  |
| Convention Utilities       | 141.0                | 83.8                 | 78.0                   | 94.1                  |
| Facility Maintenance       | 35.6                 | 45.9                 | 33.1                   | 45.9                  |
| Farmers Market             | 25.5                 | 16.3                 | 18.3                   | 16.9                  |
| Finance and Administration | 6.4                  | 5.8                  | 6.9                    | 3.8                   |
| Special Events             | 3.8                  | 3.9                  | 4.0                    | 3.9                   |
| Union Station              | 0.0                  | 0.0                  | 0.0                    | 7.0                   |
| <b>TOTAL</b>               | 231.0                | 175.5                | 159.4                  | 189.1                 |

**OPERATING FUND** **62,932,019**

**ADDITIONAL OPERATING RESOURCES**

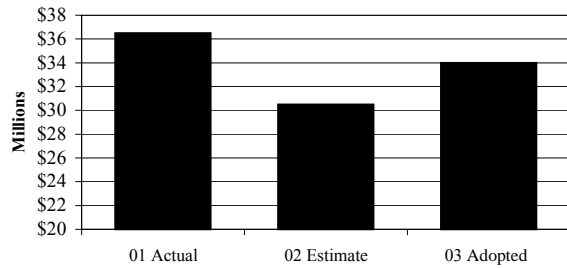
NONE  0

**TOTAL**  **0**

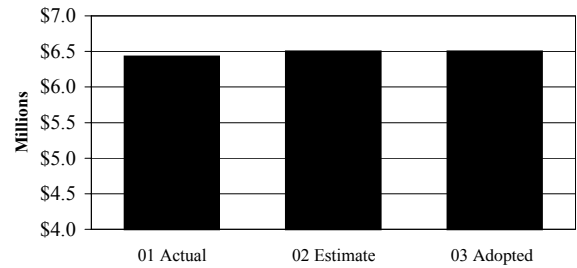
**TOTAL OPERATING RESOURCES** **62,932,019**

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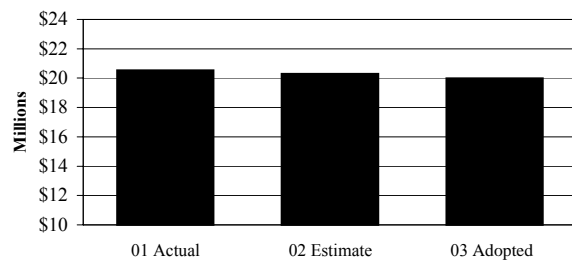
**Hotel Occupancy Tax Revenues**



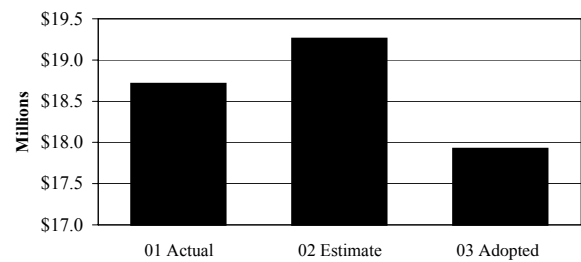
**Alcohol Beverage Tax Revenues**



**Total Operating Costs**



**Total Operating Revenues**



**Convention Center Attendance**

