

# 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**

Provides a centralized operational planning process for special events and commercial filming projects.

### **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 2003-2004**

- Upgrade Convention Center facility and equipment to compete with leading convention centers
- Implement web-based communications with customer and contactors to enhance service delivery
- Complete a facilities assessment survey of Farmers Market and Shed #3 improvements
- Enhance efforts to market the City and attract conventions
- Expand the utilization of Reunion Arena and maximize revenues by marketing the facility as an ancillary convention space
- Create a streamlined commercial filming permit process through the Office of Special Events

## **MAJOR BUDGET ITEMS**

- Add \$5,741 for the reimbursement to Police Department for Farmers Market security
- Add \$90,000 for advertising and contract service expenses related to Farmers Market
- Add \$6,240 for the reimbursement to Business Development and Procurement Services for Good Faith Effort (GFE) consolidation
- Increase funding by \$644,727 to address increased electrical cost
- Save \$3,860,000 by deferring the repayment to the General Capital Reserve fund
- Save \$86,808 by implementing Service Incentive Pay program that is consistent with the State mandated Uniform Service Incentive Pay program
- Save \$106,397 as a result of transitioning Employee Health Benefits to a Catastrophic Coverage Program with a Preventive Care component
- Save \$276,246 from improved procurement of various supplies and materials
- Save \$1,224 as a result of changes in fleet maintenance operations
- Save \$2,670,401 by supplementing debt service payments with construction fund cash surplus
- Delete 4.0 regular FTEs (Maintenance Workers, Cashier) and \$137,816 from privatizing maintenance work
- Decrease \$493,500 for food and beverage expenses due to the reduced number of scheduled events

## CONVENTION AND EVENT SERVICES

### MAJOR BUDGET ITEMS (CONTINUED)

- Decrease \$73,737 for payments related to Farmers Market, Human Resources Information System and Technology Note debt service charges
- Decrease \$1,340,090 in advertising payments to the Dallas Convention and Visitors Bureau (DCVB) associated with reduced Hotel/Motel tax revenues
- Decrease \$289,811 for temporary help costs (Electricians, and Temporary Help services) due to the reduced number of scheduled events
- Decrease \$250,000 for Pioneer Plaza maintenance to fund at historical expenditure level
- Decrease \$69,112 in Custodial Service charges due to the reduced number of scheduled events
- Decrease \$1,383,359 in expenses related to Reunion Arena from one-time and other maintenance costs due to reduced number of scheduled events

## CONVENTION AND EVENT SERVICES

	FY 2001-02 Actual	FY 2002-03 Budget	FY 2002-03 Estimate	FY 2003-04 Adopted
<b>BEGINNING FUND BALANCE</b>	10,958,692	4,631,110	4,631,110	3,290,067
<b>REVENUES</b>				
Hotel Occupancy Tax	29,888,349	34,000,000	28,889,105	30,111,995
Contract Services	7,887,644	8,465,000	6,965,287	8,249,555
Alcohol Beverage Tax	6,410,636	6,500,000	6,401,323	6,501,323
All Remaining Revenues	12,122,104	13,618,836	13,048,454	12,881,474
<b>TOTAL REVENUES</b>	56,308,733	62,583,836	55,304,169	57,744,347
<b>EXPENDITURES (By Program)</b>				
Event Management	9,258,722	8,161,841	5,866,625	7,465,387
Convention Utilities	6,045,656	5,106,737	5,020,352	4,715,828
Facility Maintenance	4,670,044	6,362,708	6,023,931	6,859,878
Farmers Market	1,478,605	1,296,355	1,260,348	1,376,957
Finance and Administration	39,830,486	37,593,393	35,257,565	34,789,967
Special Events	315,695	210,714	163,947	203,653
Union Station	655,200	701,971	566,627	638,974
Reunion Arena	381,907	3,498,300	2,485,817	1,853,667
<b>TOTAL EXPENDITURES</b>	62,636,315	62,932,019	56,645,212	57,904,311
<b>ENDING FUND BALANCE</b>	4,631,110	4,282,927	3,290,067	3,130,103
<b>EXPENDITURES (By Category)</b>				
Salaries and Benefits	7,589,012	7,891,932	7,309,691	7,248,576
Supplies and Materials	4,019,489	5,209,346	4,908,945	5,696,642
Other Services and Charges	51,006,886	49,830,741	44,420,431	44,959,093
Capital Outlays	49,291	0	6,636	0
Reimbursements	(28,363)	0	(491)	0
<b>TOTAL</b>	62,636,315	62,932,019	56,645,212	57,904,311

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	FY 2001-02 Actual	FY 2002-03 Budget	FY 2002-03 Estimate	FY 2003-04 Adopted
<b>FTEs (By Type)</b>				
Regular	145.0	176.7	164.2	172.7
Overtime	3.7	2.4	2.4	2.4
Temporary Help	2.5	10.0	10.0	10.0
Day Labor	0.0	0.0	0.0	0.0
<b>TOTAL</b>	151.2	189.1	176.6	185.1
<b>FTEs (By Program)</b>				
Event Management	17.5	17.5	17.5	17.5
Convention Utilities	105.6	94.1	94.1	94.1
Facility Maintenance	18.3	45.9	34.9	45.9
Farmers Market	5.8	16.9	16.3	12.9
Finance and Administration	4.0	3.8	3.8	3.8
Special Events	0.0	3.9	4.0	3.9
Union Station	0.0	7.0	6.0	7.0
<b>TOTAL</b>	151.2	189.1	176.6	185.1

**OPERATING FUND** **57,904,311**

**ADDITIONAL OPERATING RESOURCES**

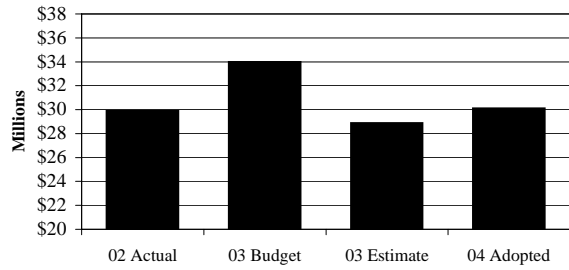
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**TOTAL** **0**

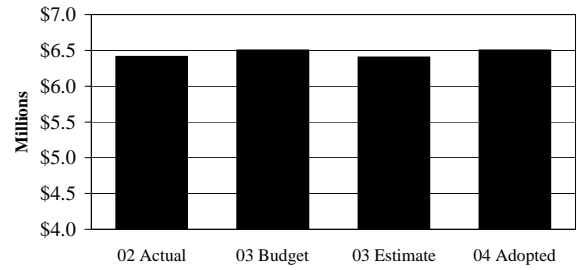
**TOTAL OPERATING RESOURCES** **57,904,311**

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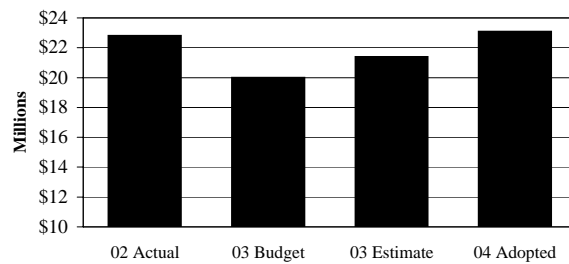
**Hotel Occupancy Tax Revenues**



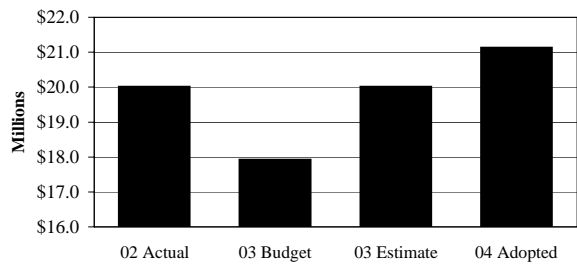
**Alcohol Beverage Tax Revenues**



**Total Operating Costs**



**Total Operating Revenues**



**Convention Center Attendance**

