

2010
ANNUAL REPORT

SARATOGA SPRINGS
CITY CENTER AUTHORITY



CITY CENTER AUTHORITY

MICHAEL J. TOOHEY, *Chair*

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TODD GAROFANO, PRESIDENT, SARATOGA CONVENTION AND TOURISM BUREAU, *Ex-Officio*

CITY CENTER STAFF

MARK E. BAKER
President

JUDY LECAIN
Director of Sales

CHARLES EVANS
Operations Manager

March 9, 2011

**Summary of 2010
January 1 - December 31**

I. Guests

Total City Center Guests		90,755
Convention Guests (Lodged)	18,053	
Day Guests	72,702	

II. Economic Impact

Potential Sales Generated***		\$ 22,438,688.16
Convention Guest Spending*	\$ 15,972,572.28	
Day Guest Spending**	\$ 6,466,115.88	
 New Sales Tax Revenues		 \$ 1,570,708.17
State 4.00%	\$ 897,547.53	
County 1.50%	\$ 336,580.32	
City 1.50%	\$ 336,580.32	

III. In 2010, the City Center provided the Saratoga area with the following business activity:

Conventions/Conferences	49	
Trade Shows - Industry	8	
Gate Shows	17	
Banquets	12	
Special Events	16	
 Total Number of Events		 102

2010 Event Breakout

13 First Time Events	13%	
89 Return Events	87%	
 Total Number of Paid Event Days		 167.25
Total Number of Building Use Days		202.25
 Public Service Events		 7

*Based on Saratoga Convention Bureau figure of \$348.33 per convention guest spending per day and association spending per delegate for 2.54 days; \$884.76 total spending.

**Based on National Statistics of \$88.94 per person, per day for non-lodged guests.

***Figures do not include money spent on non City Center hosted business such as smaller independent hotel groups, motor coach tours, etc.

**Summary of 2009
January 1 - December 31**

I. Guests

Total City Center Guests		106,658
Convention Guests (Lodged)	16,052	
Day Guests	90,606	

II. Economic Impact

Potential Sales Generated***		\$ 22,260,665.16
Convention Guest Spending*	\$ 14,202,167.52	
Day Guest Spending**	\$ 8,058,497.64	
 New Sales Tax Revenues		 \$ 1,558,246.56
State 4.00%	\$ 890,426.61	
County 1.50%	\$ 333,909.98	
City 1.50%	\$ 333,909.98	

III. In 2009, the City Center provided the Saratoga area with the following business activity:

Conventions/Conferences	45	
Trade Shows - Industry	6	
Gate Shows	23	
Banquets	13	
Special Events	19	
 Total Number of Events		 106

2009 Event Breakout

16 First Time Events	15%	
90 Return Events	85%	
 Total Number of Paid Event Days		 178.25
Total Number of Building Use Days		216.75
 Public Service Events	 4	

*Based on Saratoga Convention Bureau figure of \$348.33 per convention guest spending per day and association spending per delegate for 2.54 days; \$884.76 total spending.

**Based on National Statistics of \$88.94 per person, per day for non-lodged guests.

***Figures do not include money spent on non City Center hosted business such as smaller independent hotel groups, motor coach tours, etc.

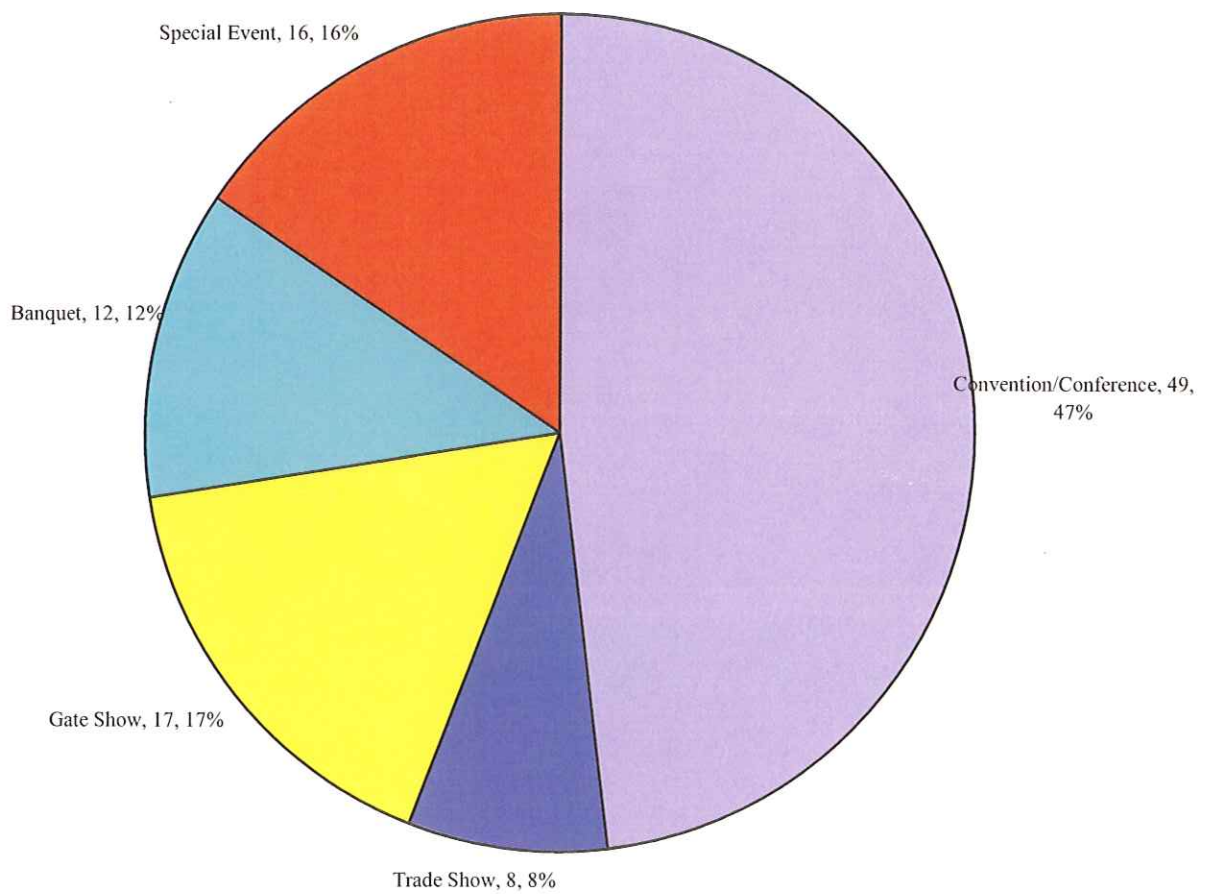
History

Year	Number of Events	Number of Event Days	Number of Building Use Days
1984	24*	43.50	63.00
1985	60	101.00	149.00
1986	81	121.00	160.00
1987	109	143.50	183.50
1988	102	142.50	180.00
1989	112	154.75	208.25
1990	110	155.50	193.50
1991	91	142.50	172.00
1992	91	138.00	169.75
1993	93	141.50	180.75
1994	105	155.50	180.00
1995	98	141.00	186.75
1996	107	148.50	182.00
1997	94	150.75	191.75
1998	101	190.25	233.75
1999	98	159.75	207.50
2000	101	171.75	216.00
2001	99	164.50	215.25
2002	101	168.50	214.50
2003	109	186.75	228.00
2004	107	176.75	219.50
2005	100	161.50	199.00
2006	107	166.00	206.75
2007	115	181.50	225.25
2008	122	188.25	231.75
2009	106	178.25	216.75
2010	102	167.25	202.25
2011 ^c	115	197.00	235.50

* Excludes 60 opening and free community activities

^c Estimate: Budgeted for 2011

Market Segments 2010



SARATOGA SPRINGS CITY CENTER 2010 ACCOMPLISHMENTS

2010 proved to be a year of great excitement and great challenges. But despite some of the challenges, the City Center ended the year on a high note – construction was moving along steadily, our current and prospective clients were giving thumbs up to the new space and all it offers and the Administrative and Sales Staff moved back to 522 after a year long sojourn at 517 Broadway.

While our tourism partners, which include the Convention Bureau, the Chamber of Commerce and Lodging facilities, have always been a large part of our success, in 2010 they worked with City Center staff to give our current and prospective clients the added encouragement needed to host events and look into the future. Site tours were done with hard hats, flat shoes with no open toes and a great deal of dust. Everyone was good natured and both partners and clients were caught up in our excitement as we showed off our long awaited expanded City Center. No one was more pleased then the Sales Department when we took our first ride on the escalator!

That being said, 2010, was a solid year with an excellent performance on all fronts including our economic impact on the community. We hosted 102 events for a total building use of 202.25 days. Of those events, 87% were from our existing client base; with 13 new events/clients added to our growing roster of satisfied customers.

In cooperation with our partners in the tourism community and city leadership, the City Center confirmed the following future events in 2010:

• New York State Athletic Administrators Association	March	2012
• New York Speech-Language-Hearing Association	April	2012
• New York Association for Pupil Transportation	July	2012
• New York State Council of School Superintendents	September	2012
• New York State Parent Teacher Association	November	2012
• New York State Teachers' Retirement System	November	2012
• New York State Athletic Administrators Association	March	2013
• New York Speech-Language-Hearing Association	April	2013
• New York State Council of School Superintendents	September	2013
• New York State Parent Teacher Association	November	2013
• New York Speech-Language-Hearing Association	April	2014
• New York State Athletic Administrators Association	March	2014
• New York State Council of School Superintendents	September	2014
• New York State Parent Teacher Association	November	2014

In 2010, the following groups made verbal commitments to return to the City Center and Saratoga Springs in the future:

• New York Recreation and Park Society	March	2012
• New York State Town Clerks Association	April	2012
• Empire State Association of Assisted Living	April	2012

• New York State Local Government IT Directors	May	2012
• School Facilities Management Institute	September	2012
• New York State Council on Leadership and Student Activities	November	2012
• New York State Local Government IT Directors	April	2013
• New York Recreation and Park Society	March	2014
• New York State Town Clerks Association	April	2014

As mentioned previously, our new clients totaled 13. Many of those listed are expected to re-book at the Saratoga Springs in the not too distant future:

- City of Saratoga Springs Inaugural Ceremony
- John Deere Landscapes
- City of Saratoga Springs MVP Informational Session
- Empire State Association of Assisted Living
- United Jewish Federation of Northeast New York
- COCC
- Frank Crowley Retirement Banquet
- Joe Dalton Retirement Banquet
- New York Association for Pupil Transportation
- Five Guys Fighting Public Event
- Saratoga Invitational
- Empire State College – Graduate Studies Division
- Gull Wing Group

The repeat clients the City Center has hosted over the past 27 years remain loyal to our facility and come back again - year after year:

• NEACA, Inc.	27 Years; 91 Events
• Saratoga County Chamber of Commerce	25 Years; 48 Events
• Rotary Club of Saratoga	23 Years; 35 Events
• WSWHE BOCES	23 Years; 32 Events
• Empire State College	22 Years; 31 Events
• Trans World Entertainment	21 Years; 24 Events
• Associated General Contractors	21 Years
• Quandt's Foodservice Providers, Inc.	21 Years
• Curtis Lumber Company	20 Years; 23 Events
• Capital District Youth for Christ	18 Years; 26 Events
• New York State Athletic Administrators Association	18 Years
• Empire State Baptist Congress	18 Years
• Hudson Mohawk Traditional Dancers	17 Years
• Foundation for Long Term Care	17 Years; 19 Events
• Schuylerville High School Graduation	17 Years
• Fourth District Dental Society	14 Years; 15 Events
• Adirondack North Country Association	11 Years
• New York Section American Water Works Association	10 Years

Client Surveys are a true barometer on our performance and ability to meet the needs of our clients. Here are a few examples of what our clients have to say about the City Center:

First time client Peter Mannella, Executive Director of the New York Association for Pupil Transportation had the following observation:

**“...I am very happy we made the choice to come to Saratoga Springs!
Things went very well...we look forward to more success together in 2011!”**

Association Executive Rochelle Cassella with American Water Works Association complimented the staff as follows:

“It’s a delight to work with such a professional and accommodating group!”

Northeastern Woodworkers Association Event Chair Ken Evans stated:

“I cannot say enough regarding the helpful nature of your staff.”

The City Center has hosted the Empire State College Graduation for the past few years. Staff Coordinator Janet Aiello-Cerio had these words:

“The construction made me very nervous but [the staff] made me feel much better. I’m looking forward to 2011- a finished building!”

Another note on construction came from Corporate Client Susan Deyette with Curtis Lumber Company:

“I am happy to say that even though the City Center was under construction...it did not affect things for me...at all...I am looking forward to all the new updates at the City Center for my 2011 show.”

As a Public Service to the community, the City Center hosted the following events in 2010:

- City of Saratoga Springs Inaugural Ceremony
- City of Saratoga Springs State of the City Address
- City of Saratoga Springs MVP Informational Session(s)
- Hat’s Off Celebration
- Victorian Street Walk
- Saratoga County Chamber of Commerce Holiday Mixer – City Center Opening

Another milestone – the longevity of City Center staff:

• Mark Baker, President	1983	28 Years
• Charles Evans, Operations Manager	1984	27 Years
• Nick Tallman, Supervisor	1984	27 Years
• Judy LeCain, Director of Sales	1986	25 Years
• Norm Current, Supervisor	1988	23 Years
• Terence Gonzales	1989	22 Years
• Darren Fuller	1997	14 Years
• Stephen Keefe	1997	14 Years
• Andrea Gardner, Sales Manager	1998	13 Years
• Joanne Oeinck	2000	11 Years
• Donna Barone, Bookkeeper	2004	7 Years
• Rebecca Vickery	2005	6 Years
• Sarah Stomioski	2007	4 Years

Staff Professional Development

IAAM Annual Convention – Houston, TX
Meeting Planners International of NENY – Technology for the Meeting Industry

Sales and Marketing Activities

Attended meetings and events sponsored by the Empire State Society of Association Executives
Attended meetings and events sponsored by Meeting Planners International of NENY
Attended Co-op Sales Meetings with the Saratoga Convention and Tourism Bureau and Facility Sales Directors
Attended scheduled meetings with the Director of Catering and Convention Services of the Saratoga Hilton
Coordinated regular meetings with the Sales Department of the Saratoga Hilton
Sales and Marketing coordination with Saratoga County Tourism, Saratoga Convention and Tourism Bureau and Saratoga County Chamber of Commerce
Coordinated regular meetings with the Sales Department of the City Center and the Saratoga Convention and Tourism Bureau

Volunteer and Civic Involvement

Served on Committees for the following Events:

Bartender's Ball 2010
Allegiance Bowl Organizing Committee 2010
Soroptimist International of Saratoga County – Ruby Award: For Women Helping Women

Member of the Board/Committee for the following Associations:

Saratoga Convention and Tourism Bureau
Saratoga County Chamber of Commerce – Ambassador Committee
Saratoga County Tourism Advisory Board
Geyser Road Elementary Parent Teacher Organization
Saratoga National Little League
Saratoga Rowing Association

Member of the following Civic Organizations

Flower and Fruit Mission of Saratoga Hospital
St. Paul's Lutheran Church, Congregational President

**Building Deposits
December 2010**

Jul-04	Black Diamond	Catering	1,000.00
Feb-07	Brindisi's Restaurant	Catering	1,000.00
Mar-06	Classe Catering Ltd	Catering	1,000.00
Jul-08	Esperanto	Catering	1,000.00
Aug-06	Extreme Concessions Catering	Catering	1,000.00
Apr-96	Glen Sanders	Catering	1,000.00
Jan-08	Hattie's Restaurant	Catering	1,000.00
Aug-04	Herberts at Birch Hill	Catering	1,000.00
Feb-00	Holiday Inn	Catering	1,000.00
Sep-05	Lily and the Rose	Catering	1,000.00
Jan-05	Longfellows	Catering	1,000.00
Sep-04	Mannings Menu	Catering	1,000.00
Nov-06	Nicole's Restaurant	Catering	1,000.00
Aug-08	Panera Bread	Catering	1,000.00
Apr-01	Prestige	Catering	1,000.00
Sep-91	Prime Mgt. (Sheraton)	Catering	1,000.00
Apr-10	Saati Catering (Paid by United Jewish Federation)	Catering	1,000.00
Aug-07	Saratoga Natural Foods DBA Four Seasons	Catering	1,000.00
May-06	Saratoga National Golf Club	Catering	1,000.00
Apr-07	Saratoga Polo	Catering	1,000.00
Sep-05	Allerdice Rent-All	Decorating	1,000.00
Aug-05	Clifton Park Rental	Decorating	1,000.00
Aug-05	Great Lakes Events	Decorating	1,000.00
Mar-05	Hale Northeastern	Decorating	1,000.00
Feb-05	Spectrum Assoc	Decorating	1,000.00
Oct-05	Total Events	Decorating	1,000.00
Aug-97	Prime Mgt. (Sheraton)	Open	700.00
May-04	Masie Center (Singles)	On Hold	1,100.00
Oct-10	Lang Media Promotions	On Hold	500.00
Aug-09	NE Organic Farming Assn of NY-#741	Jan-11	500.00
Feb-10	Capital District Youth for Christ-#674	Jan-11	500.00
Aug-10	Saratoga Chamber of Commerce-069D	Jan-11	500.00
Aug-10	Saratoga Chamber of Commerce-069D	Jan-11	850.00
Aug-10	Northeast Organic Farmers-741	Jan-11	2,350.00
Oct-10	Capital District Youth for Christ-674	Jan-11	4,225.00
Oct-10	Alpin Haus-RV's-147	Jan-11	3,375.00
Nov-10	NEACA, Inc	Jan-11	500.00
Dec-10	Capital District Youth for Christ-674	Jan-11	5,125.00
Dec-10	NE Organic Farmers-741	Jan-11	9,253.50
Dec-10	Saratoga Arts-084	Jan-11	2,800.00
Apr-10	Hudson-Mohawk Trad Dances-#508	Feb-11	500.00
Apr-10	Saratoga Chamber-Bartenders Ball-#069F	Feb-11	500.00
Jul-10	Bartender's Ball-069F	Feb-11	875.00
Aug-10	Hudson-Mohawk Traditional Dance-508	Feb-11	4,550.00
Mar-10	NEACA, Inc.-#231A	Mar-11	500.00
Apr-10	NYS Athletic Administrators-#276	Mar-11	500.00
May-10	Curtis Lumber-#598	Mar-11	500.00

**Building Deposits
December 2010**

May-10	John Deere Landscapes-#039	Mar-11	500.00
Jul-10	Saratoga Rotary Home Show-#395A	Mar-11	9,800.00
Jul-10	Interstate Renewable Energy-#734B	Mar-11	500.00
Apr-10	NYS United Teachers-#331	Mar-11	2,200.00
Aug-10	DA Collins-795	Mar-11	500.00
Aug-10	NYS Art Teachers-266	Mar-11	500.00
Sep-10	NYS Athletic Administrators-276	Mar-11	2,200.00
Sep-10	Interstate Renewable Energy-734B	Mar-11	1,400.00
Sep-10	John Deere Landscapes-039	Mar-11	850.00
Sep-10	NYS Art Teachers-266	Mar-11	850.00
Sep-10	DA Collins-795	Mar-11	1,000.00
Sep-10	Curtis Lumber-598	Mar-11	1,525.00
Oct-10	NE Woodworkers-037	Mar-11	4,500.00
Jun-09	American Water Works Assn-#688	Apr-11	500.00
Mar-10	NYS Reading Assn-#258	Apr-11	500.00
Jul-10	Adirondack Sports & Fitness-#711	Apr-11	500.00
Aug-10	ANCA-119	Apr-11	500.00
Aug-10	NYS SHRM-413A	Apr-11	500.00
Sep-10	NYS Society of Human Resources-413A	Apr-11	400.00
Sep-10	NYS Reading-258	Apr-11	2,875.00
Oct-10	ANCA-119	Apr-11	1,400.00
Oct-10	American Waterworks Assn-688	Apr-11	2,200.00
Oct-10	Adirondack Sports & Fitness	Apr-11	2,875.00
Jun-09	NY Rural Water-#118	May-11	500.00
Oct-09	HCA Education & Research-#159	May-11	500.00
Jan-10	NYS Speech-Language-#081	May-11	500.00
Mar-10	Women's Republican Committee-#389	May-11	500.00
Jul-10	So. Glens Falls Central School-#723	May-11	500.00
Jul-10	Saratoga Springs High School-#420A	May-11	500.00
Sep-10	Fourth District Dental Society-504	May-11	500.00
Oct-10	NYS Local Govt IT Directors-634	May-11	500.00
Nov-10	NYS Speech & Language-081	May-11	3,550.00
Nov-10	NY Rural Water-118	May-11	3,400.00
Nov-10	Saratoga High School-420A	May-11	850.00
Nov-10	SEMI-180	May-11	500.00
Nov-10	HCA Education & Research-159	May-11	2,200.00
Nov-10	Fourth District Dental-504	May-11	3,775.00
Dec-10	South Glens Falls HS-723	May-11	165.00
Dec-10	Saratoga Hospital-416A	May-11	500.00
Jan-09	NYS Health Facilities Assn-#614	Jun-11	500.00
Jul-09	NYS ASBO-#547	Jun-11	500.00
Jul-10	Empire State College-#110	Jun-11	500.00
Aug-10	BOCES-113D	Jun-11	500.00
Oct-10	Assn of Proprietary Colleges-204	Jun-11	500.00
Nov-10	BOCES-113D	Jun-11	850.00
Dec-10	Empire State College-110	Jun-11	1,650.00
Dec-10	NYS Assn of School Business Officials-547	Jun-11	4,475.00
Dec-10	Assn of Proprietary Colleges-204	Jun-11	400.00
Dec-10	NYS Health Facilities-614	Jun-11	3,550.00
Nov-09	NYS Human Resource Mgmt-#413	Jul-11	500.00
Jul-10	NY Pupil Transportation-#176	Jul-11	500.00
Oct-10	Perillo Wedding-469P	Jul-11	500.00
Dec-10	Anctil/Perillo Wedding-469P	Jul-11	375.00

**Building Deposits
December 2010**

Dec-10	Curriculum Designers-223	Jul-11	500.00
Dec-08	NYS COSS-#088	Sep-11	500.00
Feb-09	Trans World Entertainment-#687	Sep-11	500.00
Jun-09	Automotive Recyclers Assn of NY-#740	Sep-11	500.00
Mar-10	NYS Physician Assistants-#464	Sep-11	500.00
Dec-10	HB Davis Seed-091	Sep-11	500.00
Jul-09	Nurse Practitioner Assoc-#517	Oct-11	500.00
May-10	Community Health Care-#105	Oct-11	500.00
Oct-10	NESSA-174	Oct-11	500.00
Dec-10	School Facilities Management-128	Oct-11	500.00
Dec-08	New York Library Association-#260	Nov-11	500.00
Mar-10	NYS Teachers' Retirement-#149	Nov-11	500.00
Dec-09	NYS Professional Land Surveyors-#630	Jan-12	500.00
Apr-10	NYS Athletic Administrators-#276	Mar-12	500.00
Jun-09	American Water Works Assn-#688	Apr-12	500.00
Aug-10	NYS Speech-Language-081	Apr-12	500.00
Jul-09	NYS ASBO-#547	Jun-12	500.00
Jan-10	NYS Human Resource Mgmt.-#413	Jul-12	500.00
Jul-09	AIANY Convention-#797	Sep-12	500.00
May-10	NYS COSS-#088	Sep-12	500.00
Jul-09	Nurse Practitioner Assoc-#517	Oct-12	500.00
Dec-08	New York Library Association-#260	Nov-12	500.00
May-10	NYS Teachers Retirement-#149	Nov-12	500.00
Aug-10	NYS Congress of Parents & Teachers-281	Nov-12	500.00
Dec-09	NYS Professional Land Surveyors-#630	Jan-13	500.00
Apr-10	NYS Athletic Administrators-#276	Mar-13	500.00
Jun-09	American Water Works Assn-#688	Apr-13	500.00
Aug-10	NYS Speech-Language-081	Apr-13	500.00
Jul-09	NYS ASBO-#547	Jun-13	500.00
Jan-10	NYS Human Resource Mgmt.-#413	Jul-13	500.00
May-10	NYS COSS-#088	Sep-13	500.00
Aug-10	NYS Congress of Parents & Teachers-281	Nov-13	500.00
Aug-10	NYS Athletic Administrators-276	Mar-14	500.00
Aug-10	NYS Speech-Language-081	Apr-14	500.00
May-10	NYS COSS-#088	Sep-14	500.00

**Building Deposits
December 2010**

Aug-10	NYS Congress of Parents & Teachers-281	Nov-14	500.00
	Total Deposits on Hand		157,018.50
	Deposits on Hand November 30, 2010	147,313.00	
	Received December 2010	29,793.50	
	Deposits Transferred December 2010	<u>-20,088.00</u>	
	Total Deposits on Hand December 31, 2010	<u>157,018.50</u>	

INCOME BUDGET 2010

REVENUE

City Funding	\$	135,008
Building Rental		513,540
Tickets		-
Concessions		12,500
Catering		95,500
Reimburse Current Year Expenses		40,000
Miscellaneous		53,000
Interest Income Operating Account		<u>4,000</u>
		853,548
Room Occupancy Tax		<u>490,292</u>
TOTAL REVENUE	\$	<u>1,343,840</u>

EXPENSE BUDGET 2010

EXPENSES

Salaries	\$	566,000
Benefits		237,640
Equipment:		
Office		6,000
Concession		-
Building		10,000
Supplies:		
Office		6,000
Janitorial		26,000
Decorating		7,500
Concession		12,000
Postage		3,000
Business Expense/Sales		14,000
Repair Equipment		4,000
Printing		4,000
Advertising		7,000
Legal Advertising		-
Dues & Membership		2,200
Equipment Rental:		
Building		2,000
Production		6,500
Vehicle Maintenance		700
Vehicle Gas		800
Vehicle Insurance		2,300
Repair Building		25,000
Building Inspections		3,700
Building Insurance		44,000
Utilities		220,000
Telephone		6,500
Professional Services		85,000
Legal		3,000
Insurance (WC,D&O,Dis)		19,000
Miscellaneous		8,000
Contingency		12,000
Unemployment Insurance		-
TOTAL EXPENSES	\$	<u>1,343,840</u>

ADJUSTED AND ACTUAL INCOME BUDGET 2010

REVENUE	BUDGET 2010	ADJUSTED BUDGET 2010	ACTUAL 2010	%
City Funding	\$ 135,008	\$ 135,008	\$ 128,429	-4.9%
Building Rental	513,540	513,540	453,010	-11.8%
Tickets	-	-	-	
Concessions	12,500	12,500	22,427	79.4%
Catering	95,500	95,500	79,559	-16.7%
Reimburse Current Year Expenses	40,000	40,000	37,552	-6.1%
Miscellaneous	53,000	53,000	40,423	-23.7%
Interest Income Operating Account	<u>4,000</u>	<u>4,000</u>	<u>150</u>	-96.2%
	\$ 853,548	\$ 853,548	\$ 761,549	-10.8%
Encumbered Funds		8,300	551	-93.4%
Room Occupancy Tax	<u>490,292</u>	<u>477,892</u>	<u>368,500</u>	-22.9%
TOTAL REVENUE	<u>\$ 1,343,840</u>	<u>\$ 1,339,740</u>	<u>\$ 1,130,600</u>	-15.6%

ADJUSTED AND ACTUAL EXPENSE BUDGET 2010

EXPENSES	BUDGET 2010	ADJUSTED BUDGET 2010	ACTUAL 2010	%
Salaries	\$ 566,000	\$ 586,765	571,801	-2.6%
Benefits	237,640	225,915	200,383	-11.3%
Equipment:				
Office	6,000	6,000	2,461	-59.0%
Concession	-	-	-	0.0%
Building	10,000	21,171	12,256	-42.1%
Supplies:				
Office	6,000	6,000	3,374	-43.8%
Janitorial	26,000	26,374	18,619	-29.4%
Decorating	7,500	7,500	4,116	-45.1%
Concession	12,000	12,000	8,887	-25.9%
Postage	3,000	1,560	1,560	0.0%
Business Expense/Sales	14,000	14,000	10,450	-25.4%
Repair Equipment	4,000	4,177	2,971	-28.9%
Printing	4,000	4,000	1,188	-70.3%
Advertising	7,000	7,000	1,025	-85.4%
Legal Advertising	-	-	-	0.0%
Dues & Membership	2,200	2,200	1,933	-12.1%
Equipment Rental:				
Building	2,000	2,000	443	-77.8%
Production	6,500	6,500	5,582	-14.1%
Vehicle Maintenance	700	700	125	-82.1%
Vehicle Gas	800	1,058	960	-9.3%
Vehicle Insurance	2,300	2,300	2,095	-8.9%
Repair Building	25,000	25,001	13,004	-48.0%
Building Inspections	3,700	3,700	3,483	-5.9%
Building Insurance	44,000	44,000	36,833	-16.3%
Utilities	220,000	220,000	156,082	-29.1%
Telephone	6,500	7,884	7,883	0.0%
Professional Services	85,000	65,000	64,928	-0.1%
Legal	3,000	3,000	1,065	-64.5%
Insurance (WC,D&O,Dis)	19,000	19,000	14,930	-21.4%
Miscellaneous	8,000	10,036	9,980	-0.6%
Contingency	12,000	116	-	-100.0%
Unemployment Insurance	-	4,784	2,551	-46.7%
TOTAL EXPENSES	\$ 1,343,840	\$ 1,339,740	\$ 1,160,968	-13.3%

2010 OPERATING STATEMENT

REVENUES AND EXPENSES	2008	2009	2010	% Change
Operating Revenues:				
Tickets	\$ -	\$ -	\$ -	0.0%
Investment Interest	2,755.90	205.07	150.02	-26.8%
Facility Rental	501,224.50	490,197.50	453,009.50	-7.6%
Concessions	18,526.91	25,025.21	20,959.40	-16.2%
Catering	95,565.29	92,391.07	79,559.28	-13.9%
Reimb.Prior Yr. Expenses	-	-	-	0.0%
Reimb. Current Yr.Exp.	48,550.26	46,378.07	37,551.73	-19.0%
Miscellaneous	<u>64,248.83</u>	<u>48,834.81</u>	<u>40,423.09</u>	-17.2%
Total Operating Revenues	\$ 730,871.69	\$ 703,031.73	\$ 631,653.02	-10.2%
Operating Expenses				
(100) Personnel	\$ 538,894.54	\$ 557,862.52	\$ 571,800.97	2.5%
(200) Equipment	7,547.60	7,383.66	14,716.92	99.3%
(400) Other Expenses	413,589.73	414,231.73	374,067.24	-9.7%
(800) Employee Benefits	168,967.13	178,586.74	200,383.11	12.2%
(900) Contingency	-	-	-	0.0%
Capital Improvements	<u>-</u>	<u>-</u>	<u>-</u>	0.0%
Total Operating Expenses	\$ 1,128,999.00	\$ 1,158,064.65	\$ 1,160,968.24	0.3%
Operating Loss	(398,127.31)	(455,032.92)	(529,315.22)	16.3%
Non-Operating Revenue				
City Funding	119,159.96	119,122.36	128,429.04	7.8%
Transfer/Non-Operating				
Funds-Capital Reserve	54,061.50			
Funds-Escrow Account	248,639.00			
Funds-Room Occupancy Tax		341,000.00	368,500.00	8.1%
Encumbered Funds	874.00	7,554.15	550.96	-92.7%
Total Non-Operating Revenues	\$ 422,734.46	\$ 467,676.51	\$ 497,480.00	6.4%
Balance-Fiscal Year	\$ 24,607.15	\$ 12,643.59	\$ (31,835.22)	-351.8%

2010 #400 EXPENSES

EXPENSE	2008	2009	2010	% Change
SUPPLIES	\$ 37,191.98	\$ 41,633.19	\$ 34,996.30	-15.9%
POSTAGE	2,474.05	2,428.74	1,559.95	-35.8%
BUSINESS SALES EXPENSE	7,774.92	7,929.34	10,450.18	31.8%
DUES & MEMBERSHIP	1,765.00	1,962.80	1,933.00	-1.5%
ADVERTISING	1,402.00	2,588.40	1,024.75	-60.4%
REPAIR & MAINTENANCE	29,625.64	28,851.13	15,975.77	-44.6%
PRINTING	674.22	1,635.00	1,187.50	-27.4%
EQUIPMENT RENTAL	7,964.00	13,543.55	6,025.70	-55.5%
AUTO	3,931.83	3,389.14	3,179.52	-6.2%
INSURANCE				
BUILDING	32,661.63	34,293.37	36,832.50	7.4%
OTHER	12,862.19	14,106.68	14,930.17	5.8%
UTILITIES	194,616.20	154,526.14	156,082.05	1.0%
TELEPHONE	5,105.92	5,650.09	7,883.25	39.5%
BUILDING INSPECTIONS	3,692.50	3,513.20	3,482.50	-0.9%
SERVICE CONTRACT	62,429.85	65,032.93	65,992.79	1.5%
MISCELLANEOUS	7,067.80	7,668.42	9,980.31	30.1%
UNEMPLOYMENT INSURANCE	2,350.00	1,545.00	2,551.00	65.1%
CAPITAL IMPROVEMENTS	-	-	-	0.0%
TOTAL #400 EXPENSES	<u>\$ 413,589.73</u>	<u>\$ 390,297.12</u>	<u>\$ 374,067.24</u>	-4.2%

2010 CONCESSION SUMMARY
January 1 - December 31

Concession Receipts			
Gross Receipts:		\$	22,426.56
Sales Tax			<u>1,467.16</u>
		\$	20,959.40
Expenses:			
Food and Beverage:			
Opening Inventory	904.80		
Purchases	<u>8,500.00</u>		
	9,404.80		
Closing Inventory	<u>916.33</u>		
		\$	8,488.47
Supplies:			
Opening Inventory	415.13		
Purchases	<u>387.31</u>		
	802.44		
Closing Inventory	<u>396.27</u>		
		\$	406.17
Other Expenses:			
Liquor Licenses		\$	36.00
Payroll		\$	<u>2,826.68</u>
Total Expenses			<u>\$ 11,757.32</u>
Total 2010 Net Income		\$	<u>9,202.08</u>
Net Income to Receipts			43.9%