

Hampton Coliseum-Hampton Arts Commission contributes to the City's mission by providing exceptional management to Hampton Coliseum, The American Theatre and The Charles H Taylor Arts Center for the presentation of quality arts (performing, visual and educational), cultural, leisure/entertainment activities, sports events, conventions/conferences and civic/community events in a safe and enjoyable environment that will enhance the quality of life for the community's diverse residents and visitors; and add to the economic vitality of the city.

The total budget for the department is \$6,799,163 which funds the following services in the approximate amounts below.

	FY 18 Budget	FY 18 Positions
Leadership & Management	\$ 201,207	1.0
Provide managerial oversight, set goals, objectives and strategies and provide office administration for the department in order to ensure the provision of attractive and varied entertainment, athletic, cultural, religious and educational events for area residents and visitors and ensure excellent service to patrons.		
Coliseum/Arts	\$ 1,694,776	27.0
Provide financial, administrative, box office, food and beverage, marketing, event production, mechanical, maintenance and custodial staff for the Hampton Coliseum, The American Theatre, and the Charles H. Taylor Art Center.		
Events - Hampton Coliseum	\$ 3,585,359	0.0
Offer balanced event programming that addresses an expressed community need for events such as concerts, family shows, consumer shows, etc. Add to the economic vitality of the City by hosting convention and meeting types of events in order to generate visitation and visitor spending in Hampton. Provide a place of large public assembly for Hampton community events such as high school graduations, public service functions, town hall meetings, etc.		
Exhibitions Series - Charles H. Taylor Arts Center	\$ 169,415	0.0
Present changing exhibitions, art classes, lectures, workshops, gallery talks, critiques, etc. throughout the year. Produce \$100,500 in revenues and attract 12,750 visitors.		
The American Theatre	\$ 684,414	0.0
Maintain an enviable reputation as one of Hampton Roads' favorite venues for the performing arts. The goals and objectives are to generate \$421,500 in revenues and accommodate 65 total performances, shows and attractions on stage during the season.		
Arts Commission Grant	\$ 42,500	0.0
Allocate funds as determined by Hampton Arts Commission. Annual allocation is competitive and shared by a large number of outside art agencies.		
Fixed Costs	\$ 421,492	N/A
	Total FY 18 Budget	\$ 6,799,163
	Total FY 18 Positions	28.0

Performance Indicators	Type of Measurement	FY 15 Actual	FY 16 Actual	FY 17 Estimate	FY 18 Target
Operating Revenues	Outcome	\$13,415,185	\$9,662,844	\$7,675,447	\$5,973,061

Expenditure Summary

	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase/ (Decrease)
Expenditures						
Personnel Services	1,388,236	1,335,559	1,582,743	1,582,743	1,635,681	52,938
Operating Expenses	11,020,105	8,336,670	4,541,149	4,541,149	4,535,825	(5,324)
Capital Outlay	547,946	636,166	2,377,657	2,377,657	627,657	(1,750,000)
Grand Total	12,956,287	10,308,395	8,501,549	8,501,549	6,799,163	(1,702,386)

Budget Note: The 2% general wage increase (GWI), compression and pay scale adjustments were already budgeted in the FY17 Council Approved Budget. Therefore, no change is reflected in the FY17 Adjusted Budget. Likewise, the 2% GWI recommended for FY18 has already been budgeted in FY18. The increase in personnel is also due to the addition of two staff: a Food & Beverage Assistant, and a Maintenance Team Leader, to provide technology and logistical support for events and operations. The decrease in operating expenses is attributed to net decreases in fixed costs, and the decrease in capital is due to a return to historic trend after a major investment in FY17.

Note: The Coliseum and the Hampton Arts Commission merged in FY2014. The City transfers about \$826,102 yearly from the General Fund to support the activities of the Arts Commission. The Coliseum, however, is self-supporting.

Department Staffing History

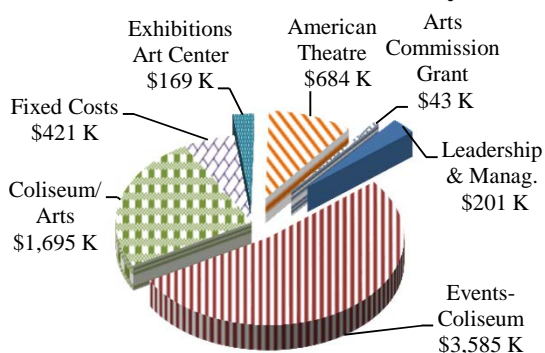
	FY15	FY16	FY17	FY17 Adjusted	FY18	Increase/ (Decrease)
Positions (PFT)	33	32	26	26	28	2

FY2018 Position Summary

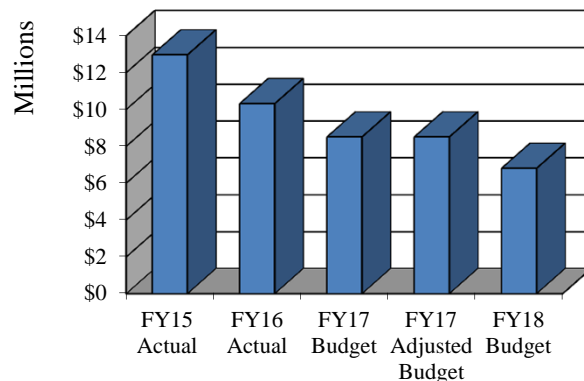
1 Director	1 Marketing Manager	1 Account Clerk III
1 Asst Dir Evnts/Operations	1 Asst Marketing Manager	1 Maintenance Mechanic
1 Asst Dir Finance & Admin	1 Marketing/Sales Coord.	1 Facility Maintenance Worker
1 Artistic Director	1 Box Office Manager	1 Changeover/Housekeeping Mgr
2 Finance/Administration Mgr	1 Asst Box Office Manager	1 Account Clerk II
1 Sr. Event Production Mgr	1 Hampton Arts Ast. Mgr	1 Account Clerk I
1 Production Mgr - Arts	1 Sr. Electrician	1 Food & Beverage Manager
1 Manager Arts Center	2 Maintenance Team Leader	2 Operations Team Lead
1 Food & Beverage Assistant		

TOTAL PFT POSITIONS: 28

FY2018 Services Summary



Budget Comparison FY15-18



Revenue Summary

	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase/ (Decrease)
Coliseum Admissions, Rental, etc.	10,946,937	7,616,518	3,946,162	3,946,162	3,983,961	37,799
Arts Commission Admissions, Rental, etc.	429,140	424,291	450,830	450,830	456,950	6,120
Coliseum Concessions	1,071,965	879,519	898,524	898,524	900,000	1,476
Arts Commission-Concessions	11,593	9,288	6,000	6,000	8,000	2,000
Coliseum Parking, Vending, Taxes, etc.	954,896	732,709	623,781	623,781	624,000	219
Arts Commission Parking, Vending,	654	519	150	150	150	0
Transfer from Retained Earnings	0	0	1,750,000	1,750,000	0	(1,750,000)
Transfer from General Fund	934,827	926,102	826,102	826,102	826,102	0
	14,350,012	10,588,946	8,501,549	8,501,549	6,799,163	(1,702,386)

*Effective July 1, 2013 Hampton Arts Commission was moved from the General Fund to merge with Hampton Coliseum.

*Transfer from General Fund was decreased by \$100,000 for FY17 due to savings from consolidation of activities resulting from the merger.

*\$1,750,000 appropriated from Retained Earnings in FY17.

HAMPTON ROADS CONVENTION CENTER

The mission of the Hampton Roads Convention Center (HRCC) is to serve as a generator of meeting/convention-related revenue for the economic benefit of the City of Hampton and to act as an enhancer of the City's image nationally, regionally and locally.

The total budget is \$10,071,532, which funds the following services in these approximate amounts:

	FY18 Budget				
Convention Center Operations	\$3,562,372				
Increase rental sales of the Convention Center's exhibit hall and meeting room space utilizing the skill set of highly experienced staff. Provide high-quality equipment and technical services capable of meeting the needs of our customers. HRCC is under contract with SMG to oversee the general operations and maintenance of the Convention Center.					
Debt Service	\$6,474,688				
Debt service requirement to pay the interest on the Convention Center Revenue Bond Series 2002, a portion of which was refunded on June 13, 2012 (Convention Center Refunding Revenue Bonds Series 2012A).					
Fixed Costs	\$34,472				
Total FY18 Budget	\$10,071,532				
Total FY18 Positions	N/A				
Performance Indicators	Type of Measurement	FY15 Actual	FY16 Actual	FY17 Estimate	FY18 Target
Total Rental Income Dollars	Outcome	\$1,210,980	\$1,094,918	\$1,242,287	\$1,242,342
Number of Event Days	Output	748	553	691	691
Number of Attendees	Output	257,897	245,885	303,815	303,815

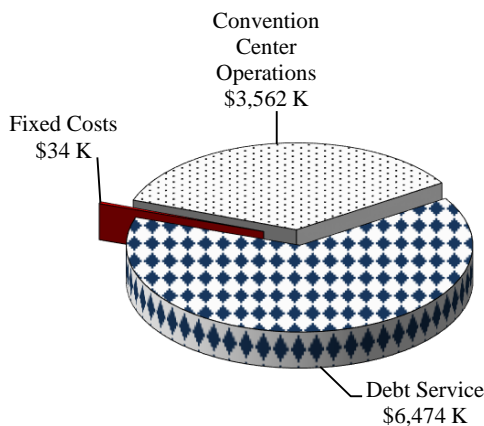
Expenditure Summary

	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase (Decrease)
Expenditures						
Personnel Services	1,180,726	1,270,711	1,366,696	1,366,696	1,421,611	54,915
Operating Expenses	4,915,868	2,312,397	2,292,796	2,292,796	2,175,233	(117,563)
Capital Outlay	0	0	0	0	0	0
Debt Service	6,447,752	6,445,667	6,475,735	6,475,735	6,474,688	(1,047)
Grand Total	12,544,346	10,028,775	10,135,227	10,135,227	10,071,532	(63,695)

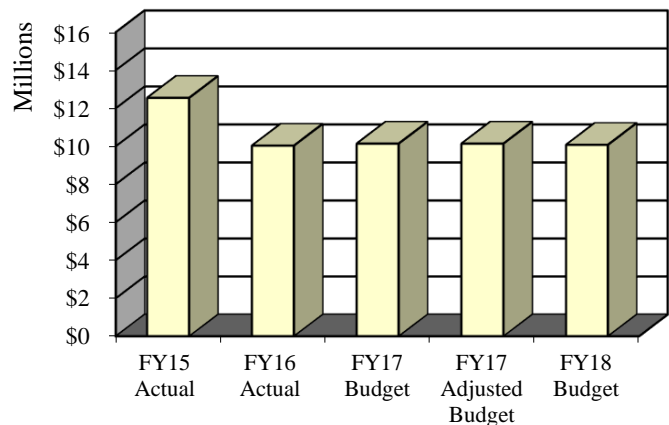
Budget Note: The Hampton Roads Convention Center budget is managed by a private entity. The budget presented represents their estimated expenditures based on usage and earnings. The increase in personnel services is attributed to additional Information Technology support provided by the City, an equity increase in the changeover labor hourly rate and an organizational change within the Operations Department. The decrease in the City's subsidy for the Convention Center is due to an increase in the dedicated 2% meals and 2% lodging taxes for the Convention Center

The HRCC staff are employees of the management company SMG.

FY 2018 Service Summary



Budget Comparison FY15-18



**HAMPTON ROADS
CONVENTION CENTER**

Revenue Summary

<i>Revenue Sources</i>	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase/ (Decrease)
Amusement/Meal/State Sales Tax	\$588,974	\$546,548	\$586,933	\$586,933	\$550,447	(\$36,486)
Exhibit Hall/Meeting Room Rentals	1,210,980	1,187,325	1,242,287	1,242,287	1,242,342	55
Event Refunds	186,993	105,793	303,372	303,372	306,783	3,411
Food & Beverage Commissions	388,092	532,432	553,652	553,652	552,631	(1,021)
Concession Sales	86,773	62,475	65,185	65,185	66,946	1,761
Other/Miscellaneous	68,577	36,757	25,051	25,051	37,435	12,384
Interest Income	146,672	149,201	123,747	123,747	144,807	21,060
Amortization of Premium	653,040	653,040	0	0	0	0
Net Unrealized Gain(Loss)	139,815	74,071	0	0	0	0
Transfer from General Fund 2+2 Taxes	5,961,351	6,159,653	6,135,000	6,135,000	6,320,141	185,141
Appropriation of 2+2 Operating Reserve	182,305	0	0	0	0	0
Transfer from General Fund for Debt Service/Operations	1,100,000	1,100,000	1,100,000	1,100,000	850,000	(250,000)
Total Revenues	\$10,713,572	\$10,607,295	\$10,135,227	\$10,135,227	\$10,071,532	(\$63,695)

**THE HAMPTONS
GOLF COURSE**

The mission of The Hamptons Golf Course is to provide a well-conditioned, 27-hole regulation course with a practice range and putting green. Revenues for the golf course come from greens fees, equipment rentals, driving range, merchandise sales, and a contribution from the General Fund.

The total budget for the department is \$1,073,103 which funds the following services in these approximate amounts:

	FY18 Budget	FY18 Positions
Leadership and Management	\$91,933	2.0
To create a beautiful environment for customers to participate in recreational activities; provide services and products to support customers; provide learning opportunities for all ages to pursue goals; to promote healthy customer delight, healthy business, growth and development of youth.		
Maintenance	\$655,819	5.0
The goal of the maintenance staff is to achieve and maintain excellent course condition and grounds appearance. The first priority is the area "in play" where customers play their rounds of golf. There is a constant need to renovate and/or restore isolated areas of the course, in addition to maintaining and grooming the 27 holes and the surrounding property.		
Pro Shop Operations	\$288,388	N/A
The goal of the Pro Shop staff is to provide a high quality customer service at the golf course. They will provide direction, information, and support for visitors and customers, and are responsible for taking payments and balancing the daily receipts. They monitor the flow of play, general safety on the course and premises, and maintain and ensure good condition of City equipment and property. Every effort is made to create customer delight and a high-quality golf experience for all customers.		
Fixed Costs	\$36,963	N/A
Total FY18 Budget		\$1,073,103
Total FY18 Positions		7.0

Performance Indicators	Type of Measurement	FY15 Actual	FY16 Actual	FY17 Estimate	FY18 Target
Rounds of Golf Play	Output	38,623	36,561	43,400	43,400
Merchandise Sales - Revenue	Outcome	\$42,800	\$41,251	\$41,000	\$42,000
Total # of Tournaments Held	Output	38	42	42	46

Expenditure Summary

	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase/ (Decrease)
Expenditures						
Personnel Services	385,576	417,533	482,745	482,745	482,745	0
Operating Expenses	748,818	508,213	590,998	590,998	590,358	(640)
Capital Outlay	110,853	58,350	0	0	0	0
Grand Total	1,245,247	984,096	1,073,743	1,073,743	1,073,103	(640)

Budget Note: The 2% general wage increase (GWI), compression and pay scale adjustments were already budgeted in the FY17 Council Approved Budget. Therefore, no change is reflected in the FY17 Adjusted Budget. Likewise, the 2% GWI recommended for FY18 has already been budgeted in FY18. Otherwise, this is a maintenance level budget.

Department Staffing History

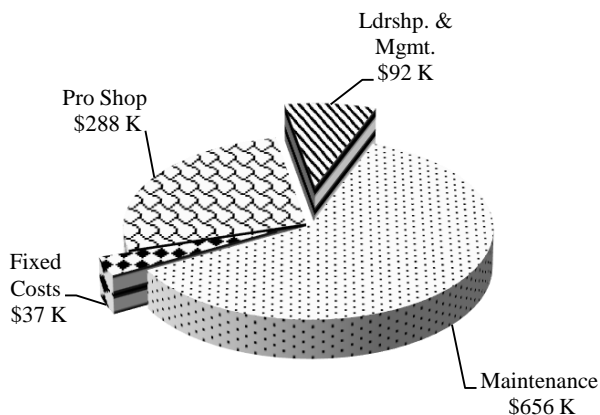
	FY15	FY16	FY17	FY17 Adjusted	FY18	Net Increase/ (Decrease)
Positions (PFT)	6	7	7	7	7	0

FY 2018 Position Summary

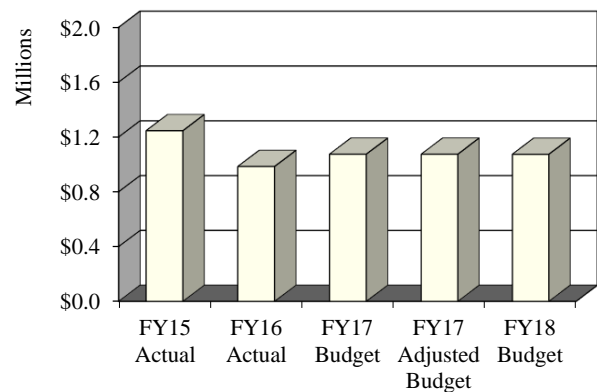
1 Golf Course Superintendent	1 Club House Manager
1 Golf Equipment Mechanic	1 Greenskeeper
1 Golf Professional	1 Parks Technician - Senior
1 Greenskeeper - Senior	

TOTAL PFT POSITIONS: 7

FY 2018 Service Summary



Budget Comparison FY15-18



Revenue Summary

	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase/ (Decrease)
Revenues						
Green Fees	\$490,126	\$484,291	\$704,288	\$704,288	\$704,288	\$0
Cart Fees	229,958	221,762	298,000	298,000	298,000	0
Commissions - Snack Bar	0	4,112	0	0	0	0
Driving Range	5,759	3,576	8,000	8,000	8,000	0
Other Rentals	2,720	7,670	21,455	21,455	20,815	(640)
Pro Shop Sales	42,800	42,225	42,000	42,000	42,000	0
Miscellaneous Revenues	50	629	0	0	0	0
General Fund Transfer	488,437	394,625	0	0	0	0
Total Revenues	\$1,259,850	\$1,158,890	\$1,073,743	\$1,073,743	\$1,073,103	(\$640)

**THE WOODLANDS
GOLF COURSE**

The Woodlands Golf Course provides a well-conditioned, 18-hole regulation course. Revenues for the facility come from greens fees, equipment rentals, and pro shop sales.

The total budget for the department is \$836,107 which funds the following services in these approximate amounts:

	FY18 Budget	FY18 Positions			
Leadership & Management	\$96,174	1.0			
To create a beautiful environment for customers to participate in recreational activities; provide services and products to support customers; provide learning opportunities for all ages to pursue goals; to promote healthy customer delight, healthy business, growth and development of youth.					
Pro Shop/Operations	\$137,224	N/A			
The goal of the Pro Shop staff is to provide high quality customer service at the golf course. Reaching out to virtually every part of the community, we will offer professional leagues, forming a couples league, Family Fun Nights, a tournament venue for many diverse local charities and other organizations for fund-raising initiatives as well as competitive golf, hosting at least 51 tournaments and sponsoring "The Hampton Amateur", Mixed Team Tournament and "The Daily Press Holiday Tournament."					
Maintenance	\$577,137	5.0			
The goal of the Maintenance staff is to achieve and maintain excellent course conditions and grounds appearance. The first priority is the area "in play" where the customers play their rounds of golf. Replenish sand and maintain edges of the bunkers throughout the golf course; work various projects that include fixing drainage problems; amending and leveling tees, paint and staining projects.					
Fixed Costs	\$25,572	N/A			
	Total FY18 Budget	\$836,107			
	Total FY18 Positions	6.0			
Performance Indicators	Type of Measurement	FY15 Actual	FY16 Actual	FY17 Estimate	FY18 Target
Number of Rounds of Golf	Output	40,217	44,251	50,000	50,000
Merchandise Sales Revenue	Outcome	\$45,413	\$41,883	\$45,000	\$45,340
Number of Tournaments Held	Output	26	31	32	36

Expenditure Summary

	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase/ (Decrease)
Expenditures						
Personnel Services	325,600	329,219	427,900	427,900	427,900	0
Operating Expenses	421,269	227,101	394,162	394,162	408,207	14,045
Capital Outlay	86,619	83,248	0	0	0	0
Grand Total	833,488	639,568	822,062	822,062	836,107	14,045

Budget Note: The 2% general wage increase (GWI), compression and pay scale adjustments were already budgeted in the FY17 Council Approved Budget. Therefore, no change is reflected in the FY17 Adjusted Budget. Likewise, the 2% GWI recommended for FY18 has already been budgeted in FY18. The increase in this budget is due to an increase in fixed costs. Otherwise, this is a maintenance level budget.

Department Staffing History

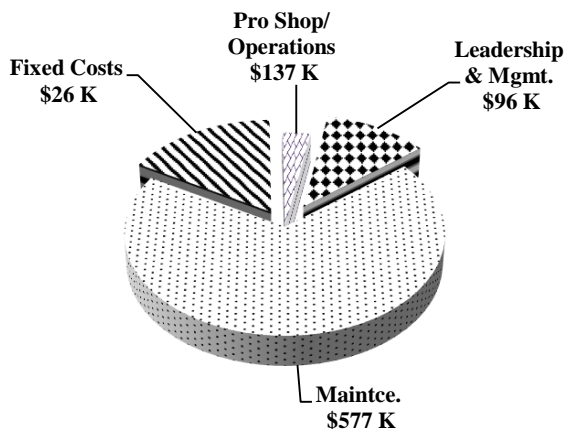
	FY15	FY16	FY17	FY17 Adjusted	FY18	Increase/ (Decrease)
Positions (PFT)	6	6	6	6	6	0

FY 2018 Position Summary

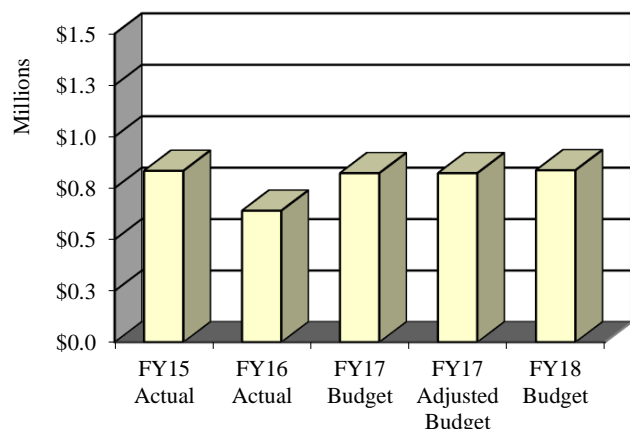
1 Golf Course Superintendent	1 Greenskeeper
1 Golf Equipment Mechanic	1 Greenskeeper- Senior
1 Golf Program Manager	1 Parks Senior Technician

TOTAL PFT POSITIONS: 6

FY 2018 Service Summary



Budget Comparison FY15-18



Revenue Summary

	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Adjusted Budget	FY18 Budget	Increase/ (Decrease)
Revenues						
Green Fees	\$408,638	\$437,891	\$522,600	\$522,600	\$482,825	(\$39,775)
Cart Fees	135,807	148,315	215,200	215,200	264,000	48,800
Other Rentals	6,335	10,912	9,600	9,600	11,600	2,000
Pro Shop Sales and Concessions	54,292	48,173	74,662	74,662	77,682	3,020
Capital Contributions	0	126,192	0	0	0	0
Total Revenues	\$605,072	\$771,482	\$822,062	\$822,062	\$836,107	\$14,045