



Legislation Details (With Text)

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Title: REPORT ON REVENUES, EXPENDITURES AND EVENTS FOR THE CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER (CITY COUNCIL)
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Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Tuesday, April 02, 2019

Discussion

SUBJECT:

REPORT ON REVENUES, EXPENDITURES AND EVENTS FOR THE CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER (CITY COUNCIL)

I. SUMMARY

At the January 22, 2019, City Council meeting, Councilmember Davis-Holmes requested a full report on the revenues, expenditures and the number of events held at the Congresswoman Juanita Millender-McDonald Community Center (Community Center). A specific request was made for the revenues received by Choura Venue Services, who is the exclusive caterer for the facility. At the same meeting Mayor Robles requested this item be brought back for consideration at a future meeting.

II. RECOMMENDATION

RECEIVE AND FILE.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

The Congresswoman Juanita Millender-McDonald Community Center offers a comfortable environment for conferences, meetings, seminars, and events. The Center has over 40,000 square-feet of meeting and event space.

REVENUES

The Community Center receives revenue from a variety of sources, such as booking fees and equipment fees, and rent from Choura Venue Services. The revenue received from Choura Venue Services is based on the following formula: 30% of gross sales on alcoholic beverages; 22% of gross sales on non-alcoholic beverages; 20% of gross sales on miscellaneous/party rentals; 20% of gross sales on food and beverages, where the Center’s kitchen are used by Choura; and 10% on gross rentals where Choura’s customers elect to rent banquet equipment, event supplies, or other non-city furnishings, fixtures or amenities directly from the vendor.

The table below details the revenues received from Choura Venue Services during the three prior fiscal years and the current fiscal year through the end of February:

FISCAL YEAR	REVENUES
2015-2016	\$352,899.98
2016-2017	\$426,886.33
2017-2018	\$360,759.74
*2018-2019	**\$196,252.88

*Covers period July 1, 2018 to February 28, 2019

** December Rent reduced by \$42,635.25 due to holiday decorations offset.

The following table itemizes all of the Community Center’s revenue streams against total expenditures:

Fiscal Year	Equipment	Booking Fees	*Other	Choura	Total Revenues	Total Expenditures
2015-2016	104,337.40	389,044.50	4,567.00	352,899.98	\$850,848.88	\$2,462,686.14
2016-2017	251,390.35	422,681.25	2,215.00	426,886.33	\$1,103,172.93	\$2,559,643.74
2017-2018	216,124.71	427,263.91	65.00	360,759.74	\$1,004,213.36	\$2,071,103.39
2018-2019	88,352.07	232,785.72	-	196,252.88	\$517,390.67	\$1,292,632.74

*Covers period July 1, 2018 to February 28, 2019

**Insurance

EVENTS

A variety of community and City events are booked at the facility throughout the course of the year. External events are the primary source of revenue for the facility. The following table details the total number of external and internal events:

Fiscal Year	External Events	Internal Events	Total Events
2015-2016	1915	3742	5657
2016-2017	1930	3831	5761
2017-2018	1956	3794	5750
*2018-2019	1242	2423	3665

*Covers period July 1, 2018 to February 28, 2019

Internal events are programs that are booked by other City departments and the Career Center, as well as Senior and Recreation classes and programs. Beginning this summer, a number of recreational classes/programs will be relocated to other City-owned facilities to increase the availability of room space for private bookings. The following programs will be moved to the indicated park:

- Spanish /Sign Language Hemingway Park
- Drama/ Teen Improvisation & Acting Mills Park
- Costume Design/Intro to Art Anderson Park
- 3-in-1 Summer Camp/Teen Enrichment Camp Stevenson Park
- Hip Hop/Tap/Ballet Carson Park

FEES

Since 2016 the City set new fees multiple times for the use of space at the Community Center. The table below is a price comparison of similar/like rooms at the Community Center and surrounding facilities:

Facility	Room	Capacity	Fee Per Hour
Community Center	Hall A or C	250	\$158
Ehlers Event Center*	Heritage Hall	275	\$158
DoubleTree	Champagne Ballroom	250	\$1700
Community Center	Carson-Dominguez	300	\$187
Community Center	Hall B	300	\$173
Ehlers Event Center	Ehlers Plaza	299	\$150
Community Center	Exec. Conference Room	25	\$43
Ehlers Event Center	Board Room	32	\$32

DoubleTree	Exec. Board Room	10	\$90
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*Ehlers Event Center is operated by the City of Buena Park

V. FISCAL IMPACT

None

VI. EXHIBITS

None

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