

## **DEPARTMENTAL BUDGET INFORMATION CIVIC CENTER DEPARTMENT (14)**

### **STATEMENT OF PURPOSE**

The Civic Center Department will help support the Mayor's vision to transform the government of the City of Detroit to the Next Detroit by applying the guiding principles of the Next Detroit, which means to structurally balance by bringing costs in line with revenue, while improving services.

The Civic Center Department provides and promotes world class facilities and services for conventions, trade shows, banquets, special events, cultural events and major public and sporting events in order to create both temporary and permanent economic impact to the City of Detroit.

### **DESCRIPTION**

The Civic Center Department is responsible for varying levels of operational, marketing, and contract oversight for Cobo Center, Cobo Arena, Joe Louis Arena, Hart Plaza, Ford Auditorium, and the Veterans Memorial Building (Ford/UAW Training Center). The Department has 5 divisions: Administration, Operations, Sales & Marketing, Building Services, and Event Services.

### **MAJOR INITIATIVES FOR FY 2007-08**

During the 2007-08 fiscal year, Civic Center initiated a "Green Practices" program; we expanded our ability to market secure Internet Services for our customers at Cobo Center; purchased a multi-channel radio system for better communication between divisions and ultimately, to improve customer service. Civic Center successfully hosted over 350 events in the 2007 calendar year.

The Civic Center Department realigned staff

functions to more accurately reflect the relationship and responsibility between our Sales, Marketing, Operations and Event Services Divisions. We implemented sever cost-saving policies as well as revenue enhancements.

The Civic Center Department completed a major renovation of the Dodge Fountain at Hart Plaza; completed installation of a fire detection system at Hart Plaza as well as significant landscaping improvements.

### **PLANNING FOR THE FUTURE FOR FY 2008-09, FY 2009-10 and BEYOND**

It is the Civic Center's highest priority to become more competitive and generate more economic impact for the region.

The Civic Center Department plans to continue to monitor the development plans for the expansion of Cobo Center and Hart Plaza in order to remain competitive with new convention centers around the country.

The Civic Center Department has the following events scheduled for 2008-09 and beyond:

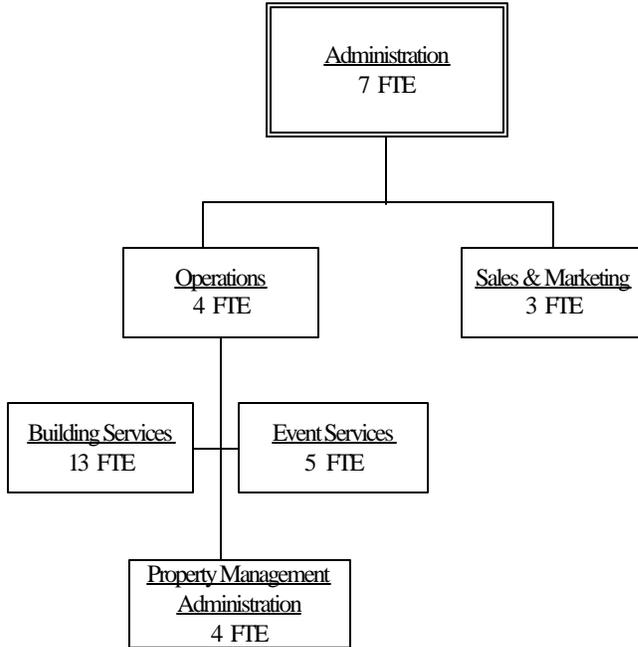
- Church of God In Christ-Auxiliaries in Ministry Convention (6/08);
- IBPOE Annual Grand Lodge/Temple Convention (8/08);
- IEEE International Symposium on Electromagnetic Compatibility (8/08);
- Convergence 2008 (10/08);
- Michigan Association Of Public School Academies Michigan Charter Schools Conference (11/08);
- North American International Auto Show (1/09);
- The Boat Show (2/09);
- Detroit Kennel Club Dog Shows (3/09);

**DEPARTMENTAL BUDGET INFORMATION  
CIVIC CENTER DEPARTMENT (14)**

- Autorama (3/09);
- Science & Engineering Fair Of Metro Detroit (3/09);
- AAU Folk style Wrestling World Championships (3/09);
- DUB Magazine Super Series Car Show (3/09);
- Michigan Association of Computer Users in Learning (3/09);
- Freedom Institute – Freedom Weekend (4/09);
- NAACP – Freedom Fund Dinner (4/09);
- NCAA “Hoop City” and Coaches Convention (4/09);
- SAE World Congress (4/09);
- Michigan School Business Official Annual Conference (4/09);
- United Way of America Staff Leaders Conference (5/09);
- Air and Waste Management Association Annual Conference and Expo (6/09);
- National Baptist Convention of Christian Education Convention (6/09) .

The Ford Auditorium is scheduled for demolition in the near future. The Civic Center plans to expand diverse programming at Hart Plaza with events at Hart Plaza (i.e., Jazz Festival-cooperative advertisement with region as destination with cross-promotion of simultaneous events such as Grand Prix, etc.) to increase their economic impact to the region and increase the cultural impact to the City of Detroit.

**DEPARTMENTAL BUDGET INFORMATION  
CIVIC CENTER DEPARTMENT (14)**



**PERFORMANCE MEASURES AND TARGETS**

<b>Type of Performance Measure:</b> List of Measures	<b>2006-07</b> Actual	<b>2007-08</b> Projection	<b>2008-09</b> Target
<b>Efficiency: Program costs related to Units of Activity</b>			
Hall rentals as percent of total rentals	66%	67%	68%
Food service concession as percent of total revenue	25%	20%	20%

**DEPARTMENTAL BUDGET INFORMATION  
CIVIC CENTER DEPARTMENT (14)**

**EXPENDITURES**

	2006-07 Actual Expense	2007-08 Redbook	2008-09 Mayor's Budget Rec	Variance	Variance Percent
Salary & Wages	\$ 1,998,695	\$ 1,689,179	\$ 1,835,109	\$ 145,930	9%
Employee Benefits	1,306,249	1,111,293	1,134,831	23,538	2%
Prof/Contractual	355,543	3,809,057	4,160,000	350,943	9%
Operating Supplies	175,790	26,000	16,000	(10,000)	-38%
Operating Services	10,120,035	8,378,584	9,386,040	1,007,456	12%
Capital Outlays	986,762	1,700,000	2,350,000	650,000	38%
Fixed Charges	2,025,064	3,095,907	-	(3,095,907)	-100%
Other Expenses	511,884	418,000	418,000	-	0%
<b>TOTAL</b>	<b>\$ 17,480,022</b>	<b>\$ 20,228,020</b>	<b>\$ 19,299,980</b>	<b>\$ (928,040)</b>	<b>-5%</b>
<b>POSITIONS</b>	<b>31</b>	<b>36</b>	<b>36</b>	<b>-</b>	<b>0%</b>

**REVENUES**

	2006-07 Actual Revenue	2007-08 Redbook	2008-09 Mayor's Budget Rec	Variance	Variance Percent
Rev from Use of Assets	\$ 4,916,652	\$ 6,820,620	\$ 5,021,620	\$ (1,799,000)	-26%
Sales & Charges	541,030	33,234	32,145	(1,089)	-3%
Contrib/Transfers	942,318	1,500,000	2,350,000	850,000	57%
Miscellaneous	20,642	10,000	10,000	-	0%
<b>TOTAL</b>	<b>\$ 6,420,642</b>	<b>\$ 8,363,854</b>	<b>\$ 7,413,765</b>	<b>\$ (950,089)</b>	<b>-11%</b>