

Swiftel Center 2021 - End of Year Estimate

	VenuWorks		Oak View Group (OVG, formerly Spectra)					
	<u>Jan- July Actuals</u>	<u>FY 2021 Estimate vs Budget F/(U)</u>	<u>Aug- Dec Estimate OVG</u>	<u>Aug- Dec Budget</u>	<u>Aug-Dec Actuals vs Budget F/(U)</u>	<u>FY 2021 Estimate</u>	<u>FY 2021 Actual vs Budget F/(U)</u>	<u>2021 Annual Budget</u>
Revenue								
Direct Event			72,935	76,392	(3,457)			
Ancillary			217,458	278,957	(61,499)			
Total Event Revenue	450,324	(801,602)	290,393	355,349	(64,956)	740,717	(1,303,275)	2,043,992
Other Income	1,809	(149,763)	87,167	65,381	21,786	88,976	(143,658)	232,634
Revenue Total:	452,133	(951,365)	377,560	420,730	(43,170)	829,693	(1,446,933)	2,276,626
Expense								
Expense (Direct+Indirect)	(810,307)	757,372	(479,128)	(700,136)	221,008	(1,289,435)	1,392,481	(2,681,916)
Expense Total:	(810,307)	757,372	(479,128)	(700,136)	221,008	(1,289,435)	1,392,481	(2,681,916)
Net Income (Loss):	(358,174)	(193,993)	(101,568)	(279,406)	177,838	(459,742)	(54,452)	(405,290)

- At transition, the Center was forecasted to end the year with a negative variance to budget of \$194k
- Based on actual end of October and estimated November and December financials, the Swiftel Center has lowered this deficit to \$54,453
- Reducing the originally estimated deficit by \$140k was attributed to lower staffing costs and an increase in event and sponsorship revenues. However, bringing the deficit to zero was not possible due to higher goods and snow removal costs
- Once Full Year financials are finalized, staff will bring forward a 2021 Budget Amendment to offset the actual deficit

Swiftel Center – 2022 Outlook

▪ Industry Outlook

- First and second quarter of 2022, will be a slower start than most anticipated
- With current spiking COVID-19 cases we are seeing not only the live entertainment postpone and cancel, but also the meetings, conventions, and banquets postpone or cancel
- The industry will continue to see not only event booking challenges but also staffing challenges and for the first half of the year
- High inflation of ~ 7% vs last year is impacting cost structure

▪ Swiftel Center Goals & Objectives

- Decrease spending
 - Control utilities on unused days
 - Staffing costs will be lower due to open positions
 - Only necessary spending
- Sponsorships
 - Close multi-year deals now
 - Secure naming rights
 - Increase sales on outdoor marquees
- Second half of 2022
 - Two-three concerts will happen
 - State Cheerleading
 - Pool & Dart Tournaments, PRCA Rodeo will be back

