



FY 17/18 BUDGET PRESENTATION

submitted @mitg

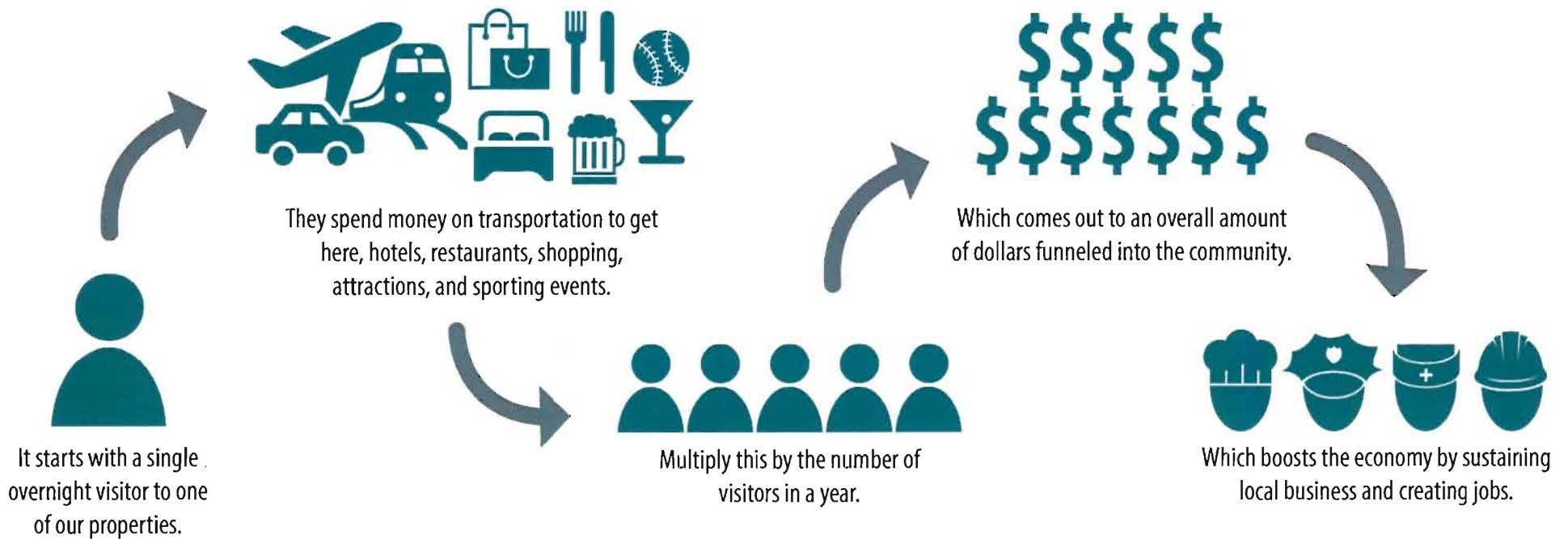
HIGHLIGHTS

Lansing Center:

- experienced another record year in FY16/17. Continuing to exceed industry standards for occupancy growth and revenue growth for comparable facilities and markets.
- welcomed 24,304 convention-related room nights for the third straight year. (National Average: 25,000)
- hosted nearly 317 events and welcomed over 238,000 attendees. (National Average: 294 events and 215,450 attendees)
- had signage improvements within the pedway, Lansing Center parking, and entrances to minimize confusion and enhance the customer experience.
- improved workplace safety through education and awareness which helped decrease our accidents, claims, and loss of work by nearly 60%.



HOW DO VISITORS AFFECT MY COMMUNITY?



HIGHLIGHTS

The Lansing City Market:

- expanded its successful Jazz on the Grand concert series to include an additional blues night. This free concert series hosted local, regional, and national jazz artists on the lower plaza of the City Market throughout the summer. Local school groups were involved as opening acts.
- had a nearly 18% increase in market occupancy.
- saw market merchant River Town Adventures expand in 2016, adding bike rentals and a Michigan- and Lansing-based gift shop.
- hosted more events and activities, including a 5K, beer and wine tastings, Wine and Canvas events, Valentine's Dinner, Bunny Hop and Easter Egg Hunt, and more.



HIGHLIGHTS

Cooley Law School Stadium:

- had complete replacement of the turf and warning track in late fall of 2016, as well as some additional minor improvements during the year.
- increases in per cap spending equated to an overall increase in revenues to the city of almost 13%.
- saw 319,552 people in attendance, the 21st consecutive year of 300,000+ fans and welcomed the 8 millionth fan in team history!
- hosted several events, including the Taste of Country Concert, with over 10,000 people in attendance. Two beer festivals saw nearly 6,000 people and the first Color Run night had 4,000+ runners finish at the stadium.
- had over 100+ “non-baseball” events in the new year-round venue, The View.
- received the Best Ballpark Renovation award by Ballpark Digest, and Nick Grueser (Lugnuts GM) was named the Midwest League’s Executive of the Year.



HIGHLIGHTS

Common Ground Music Festival:

- held annually at Adado Riverfront Park, hosted nearly 50,000 attendees, with 59% of tickets sold outside of our region and 15% sold outside the state of Michigan (including 49 states), the highest amount yet.
- contributed nearly \$40,000 to local charitable organizations through share work, ticket fundraisers, and volunteer efforts.
- recycled nearly 3,000 pounds of material.
- had over 275 room nights attributed to the festival to local hotel partners.
- saw 3x more Uber rides in 2016 than in 2015.
- reached over 1.4 million people on Facebook, and during the 2016 festival, 4,209 people checked-in.



HIGHLIGHTS

Groesbeck Golf Course:

- celebrated its 90th anniversary in the 2016 golf season.
- saw construction on holes 6 & 7 as part of a redevelopment of the local water system. This will result in beautiful new ponds on the course.
- will be adding additional tees to each hole on the front 9 to encompass senior, women's, men's and championship skill levels.

LEPFA seeks to take over full operations of the course by January 1, 2018 (we currently run marketing and food & beverage on the course)

- Create one operator and eliminate in-efficiencies in “serving two masters”
- Streamline sales and marketing with operations to implement new strategies for revenue, events, and ancillary opportunities
 - Increase revenues
 - Decrease expenses
 - Creative new opportunities
 - Continue to partner with Parks & Recreation in some non-golf activities





BY THE NUMBERS



LANSING CENTER BUDGET OVERVIEW

2017-18 Proposed Budget: Revenues	
Food Services	3,595,252
Building Rental	999,000
Equipment Rental	798,600
Labor/Service	272,378
Utilities	163,500
Security	75,280
Box Office	22,800
Miscellaneous	15,840
Parking	16,200
Signage/Promotions	15,000
Sponsorships	15,000
FS-Vend	11,505
FS-Merch	1,000
Total Operating Revenues	6,000,355

Expenses	
Salaries/Wages	2,164,432
F/B Expense	1,945,046
Utilities	920,010
Fringes/Related Costs	774,174
Events	440,682
Professional Services	328,227
Repairs/Maintenance	109,452
Supplies/Materials	99,788
Miscellaneous	97,321
Marketing	70,000
Insurance/Bonding	66,782
Security	50,180
Bad Debt	25,000
Leases	11,543
Communications	9,228
Depreciation	2,500
Total Operating Expense	7,114,365
Income/(Loss)	1,114,010
Interest of Bank Accounts	210
Sales/Marketing Reimbur	390,000
Income/(Loss)	723,800
Proposed Net City Contribution	723,800



LANSING CITY MARKET BUDGET OVERVIEW

2017-18 Proposed Budget: Revenues

Building Rental	90,968
Equipment Rental	500
Utilities	12,000
Miscellaneous	6,510
Total Operating Revenues	109,978

Expenses

Salaries/Wages	67,975
Fringes/Related Costs	23,373
Communications	2,368
Professional Services	2,400
Utilities	69,122
Marketing	9,000
Repairs/Maintenance	6,512
Supplies/Materials	6,056
Insurance/Bonding	1,948
Depreciation	980
Miscellaneous	945
Total Operating Expense	190,678
Income/(Loss)	80,700
Less Depreciation	0
Interest on Bank Accounts	0
Income/(Loss)	80,700
Proposed Net City Contribution	80,700



COOLEY LAW SCHOOL STADIUM BUDGET OVERVIEW

2017-18 Proposed Budget: Revenues

Equipment Rental	
Miscellaneous	6,000
Total Operating Revenues	6,000

Expenses

Salaries/Wages	56,288
Fringes/Related Costs	28,658
Communications	2,496
Professional Services	2,500
Utilities	161,129
Marketing	4,160
Repairs/Maintenance	65,852
Supplies/Materials	29,628
Concessions/Catering	6,650
Insurance/Bonding	24,444
Depreciation	1,800
Miscellaneous	21,395
Total Operating Expense	405,000
Income/(Loss)	399,000
Proposed Net City Contribution	399,000



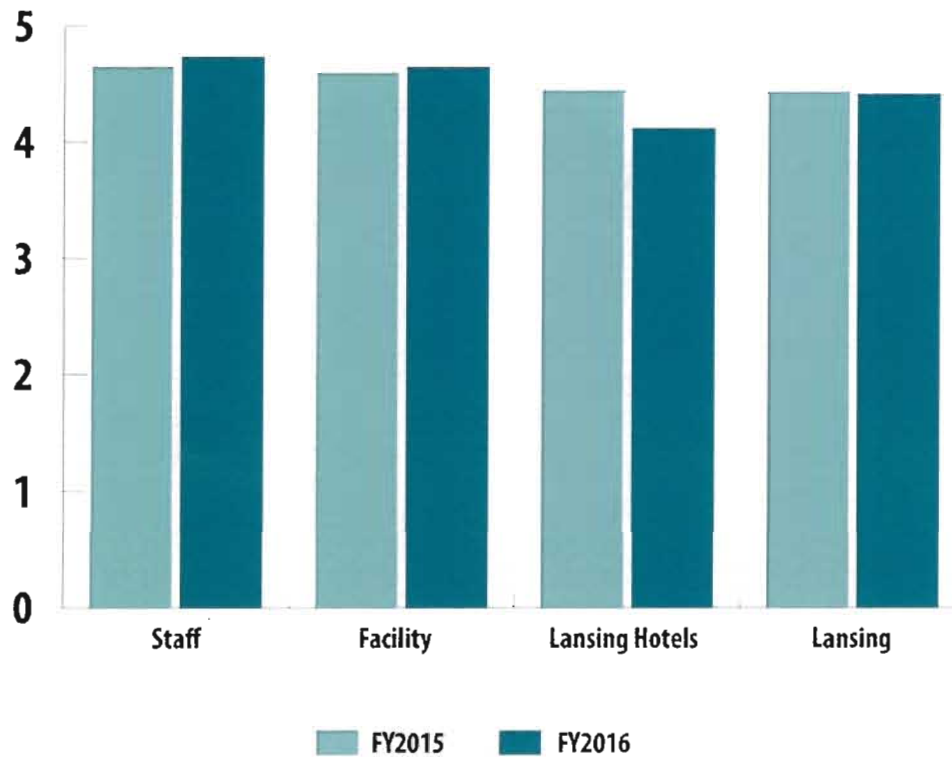
FY17/18 GOALS & HIGHLIGHTS

- January 2017 saw the renewal of the Operating Agreement between LEPFA and the City of Lansing for an additional ten (10) years.
- In FY17 and beyond, LEPFA will continue to increase our role as an economic generator to the Metro Lansing region. The economic impact of LEPFA and its facilities/events is approximately \$81M in FY16/17.
- The Lansing Center seeks to increase rental revenue and ancillary revenues for the 6th consecutive year, while also reducing the subsidy from the city for the 2nd consecutive year!
- Lansing City Market will maintain occupancy to 85% by fall and will continue to investigate offerings and opportunities to make the Market a destination venue with food and events.
- We will continue to work on developing a strategic goal of creating a funding mechanism for Lansing Center to reduce the operating subsidy.
- The Lansing Center will continue its partnership with the Greater Lansing Convention & Visitor's Bureau to bring events to the building with an expansion on the Sales & Marketing Agreement.
- LEPFA will continue to invest in the safety and service training of staff for venues/events.



LANSING CENTER PERFORMANCE MEASURES

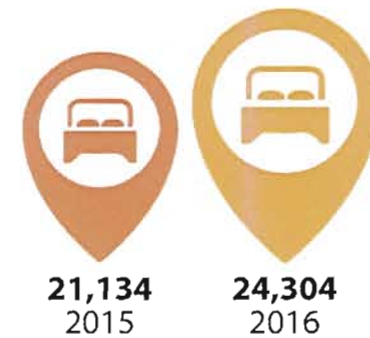
Customer Satisfaction Ratings



Lansing Center Occupancy

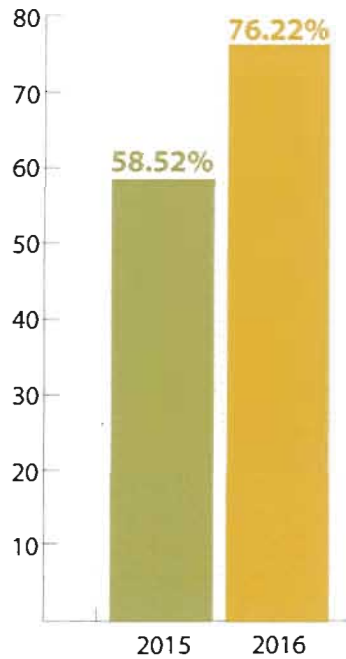
	Contracted	Used
2015	51.47%	54.30%
2016	47.43%	50.68%
National Avg.	47.00%	

Lansing Center Attributable Hotel Room Nights

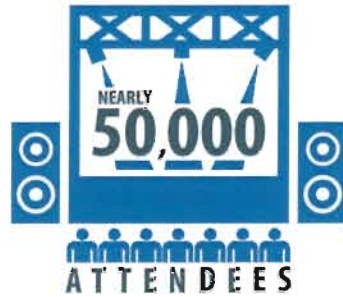


PERFORMANCE MEASURES

Lansing City Market Occupancy



Common Ground



Cooley Law School Stadium



PERFORMANCE MEASURES (CONT.)

Economic Impact					
	Lansing Center	Cooley Stadium	City Market	Other Events	Total
FY 15	\$68,382,438	\$12,823,205	\$405,108	\$3,911,218	\$85,521,969
FY 16	\$63,595,667*	\$12,989,906	\$376,750	\$4,106,779	\$81,069,102
Difference	(\$4,786,771)	\$166,701	(\$28,358)	\$195,561	(\$4,452,867)

* LC economic impact decrease was based on calendar year 2016 and due to changes in types of business booked and event days vs. # of events.





To stay up to date on our properties, like us on Facebook, and sign up for our events newsletters on lansingcenter.com and lansingcitymarket.com.

Thank You.

