



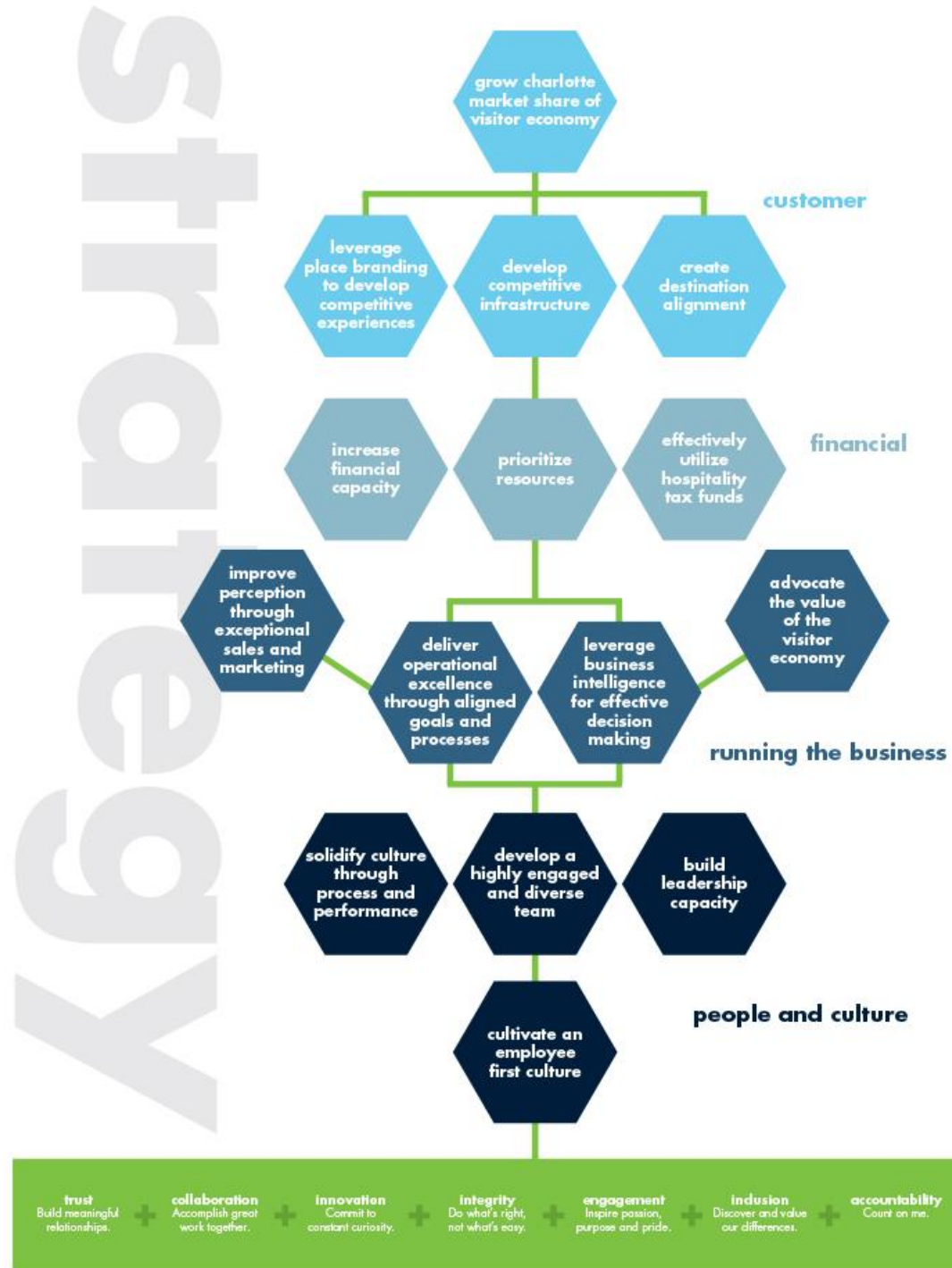
**FY19 – FY20 Budget Overview**  
**Charlotte City Council Action Review**  
**April 22, 2019**

# CRVA Vision and Mission

**Vision:** Charlotte will be Recognized as the Most Sought-After City in the Southeast, Known for its Undeniable Energy, Passionate People and Captivating Experiences

**Mission:** Embracing an Inclusive, Employee-First Culture, the CRVA is the Trusted Leader of Charlotte's Visitor Economy which Elevates Community Prosperity through Destination-Defining Infrastructure, Impactful Branding and Job Growth





# FY19 Budget Overview

	<u>FY19 Budget</u>
<b><u>REVENUES</u></b>	
Operations Revenue	31,967,636
External and Capital Funding	35,140,946
Fund Balance Draw	1,486,224
<b>TOTAL REVENUES</b>	<b>\$68,594,806</b>
<b><u>EXPENSES</u></b>	
Marketing	11,823,409
Sales	10,509,768
Human Resources	2,205,862
Business Support Services	4,997,333
Venue Operations	32,299,184
Capital	6,759,250
<b>Total Expenses</b>	<b>\$68,594,806</b>

# Operating Revenue

- Represents Approximately Half of CRVA's Total Revenues in a Given Year
- Revenues Earned Through the Operations of CRVA-Managed Venues and Business Units
- Space Rental Fees, Food and Beverage, Admissions, Parking, Advertising, etc.

# Operating Revenue

<b><u>Operating Revenues</u></b>	<b><u>FY19 Budget</u></b>
Charlotte Convention Center	16,068,739
NASCAR Hall of Fame	7,802,339
Bojangles' Coliseum	4,103,603
Ovens Auditorium	2,524,352
Visit Charlotte	907,200
Parking Operations	2,526,996
Parking Operations (Revenue Allocation)	(1,975,592)
NBA ASG - Divisional Transfers	(250,000)
Renovation Fees	160,000
Spectrum Center	100,000
<b>Operating Revenue Total</b>	<b>\$31,967,636</b>

# External Support

- Represents Approximately Half of CRVA's Total Revenues in a Given Year
- Financial Support Received from CRVA's Financial Partners:
  - City of Charlotte and Mecklenburg County
  - Charlotte Hornets and Charlotte-Douglas International Airport (Reimbursement of Expenses and Administrative Fee)
- Funding Sources
  - Convention Center Fund, Tourism I, and NASCAR Hall of Fame Dedicated Occupancy Tax
- Uses
  - Fund Operations and Support Capital Improvement Projects

# External Support

<b>External and Capital Funding</b>	<b>FY 19 Budget</b>
Charlotte Convention Center	8,168,202
CCC - Extraordinary Capital	2,500,000
NASCAR Hall of Fame	4,924,250
Bojangles' Entertainment Complex*	400,000
Visit Charlotte	16,218,480
Reputation Recovery	2,000,000
Film Commission	300,000
Airport Visitor Information Center	352,814
Spectrum Center	277,200
<b>External and Capital Funding Total</b>	<b>\$35,140,946</b>

\*Includes Bojangles' Coliseum and Ovens Auditorium



# Operating Expenses

Categorized into the Following Functions:

Market (36%)

- Sales and Marketing

Manage (12%)

- Administration, Business Support Services and Human Resources

Maximize (52%)

- Venue Operations

# Operating Expenses

<b>Function</b>	<b>FY 19 Budget</b>	
Marketing	11,823,409	Marketing, Place Branding & Venue Advertising
Sales	10,509,768	Visit Charlotte (Sales), Business Development & Destination Services
Human Resources	2,205,862	Human Resources, Payroll & Learning and Development
Business Support Services	4,997,333	General and Venue Administration, Business Support Services Departments
Venue Operations	32,299,184	CCC, Bojangles' Entertainment Complex, and NASCAR Hall of Fame
<b>Total Operating Expense</b>	<b>\$61,835,556</b>	

# Capital Expenses

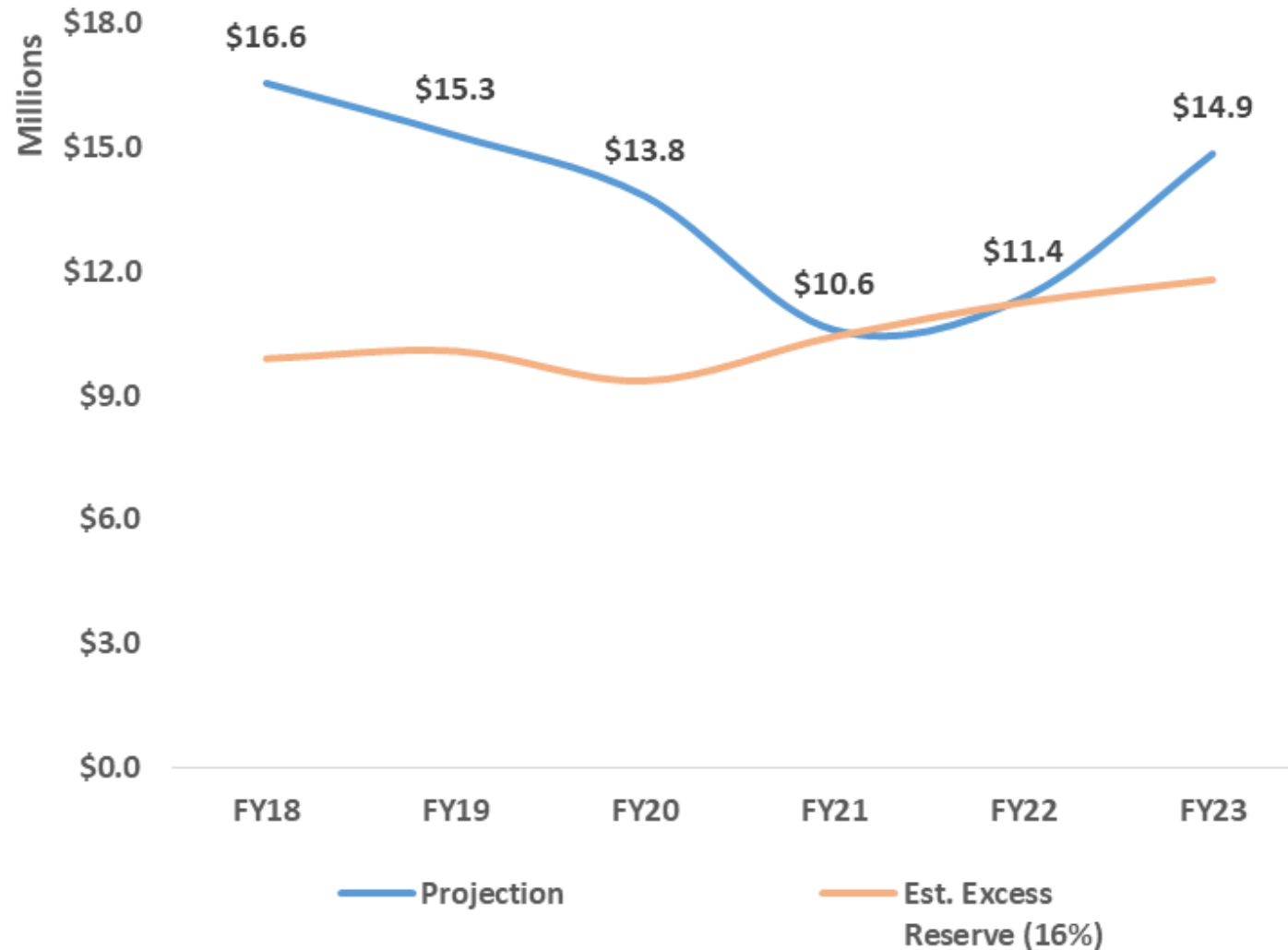
<b>Function</b>	<b>FY 19 Budget</b>
Charlotte Convention Center – Ordinary	635,000
Charlotte Convention Center - Extraordinary	2,500,000
NASCAR Hall of Fame	3,624,250
<b>Total Operating Expense</b>	<b>\$6,759,250</b>

*\* Work with City Finance to Provide 10-year Forecasts on CCC Extraordinary Capital Projections*

# FY20 Outlook

- Anticipating 7-10% Drop in Operating Revenues Largely Due to Expansion Project at the Convention Center
- Will Dip into Fund Balance Next Two Fiscal Years to Help Fund Operations
- Project Getting Back Above our 16% Operating Reserve in FY22 when Convention Center Expansion Project is Complete

# CRVA Working Fund Balance Projections (FY 2018 – FY 2023)



# Questions?