



# ***Addison Conference & Theatre Centre Update***

***April 28, 2015  
City Council Work Session***

## What is Our Mission

To promote the convention and tourism industry in Addison by offering exceptional service in a unique and architecturally-inspired meeting and event venue.



# Overview of Addison Conference & Theater Centre

The Addison Conference & Theatre Centre (ACTC) brings a wide variety of corporate and social meetings and events to Addison and also provides a functional home for Addison’s special events and civic functions.

- Evolution over the years
  - Operations
  - Pricing
  - Catering
- Services provided
- Function Types
- Booking pace
- Busy season

Social	Corporate	Civic
Weddings	Expos	Special Events
Anniversaries	Seminars	Holiday Open House
Bar/bat mitzvahs	Off-site day meetings	Town meetings
Reunions	Fundraisers	
Receptions	Conferences	

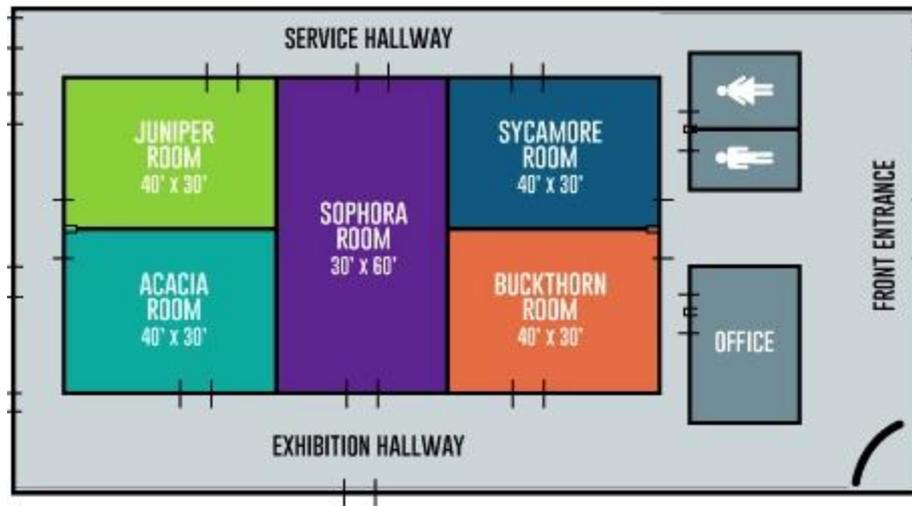
## Community Impact

The ACTC brings in an average of 50,000\* visitors for business and leisure events to the community annually through room rentals sold, coordinated and serviced from contract to the day of the event.

- New measures being reviewed for more comprehensive community impact.

*\*Number does not include visitors for Special Events.*

## Venues Rented and Managed - ACC



## Venues Rented and Managed - Theatre



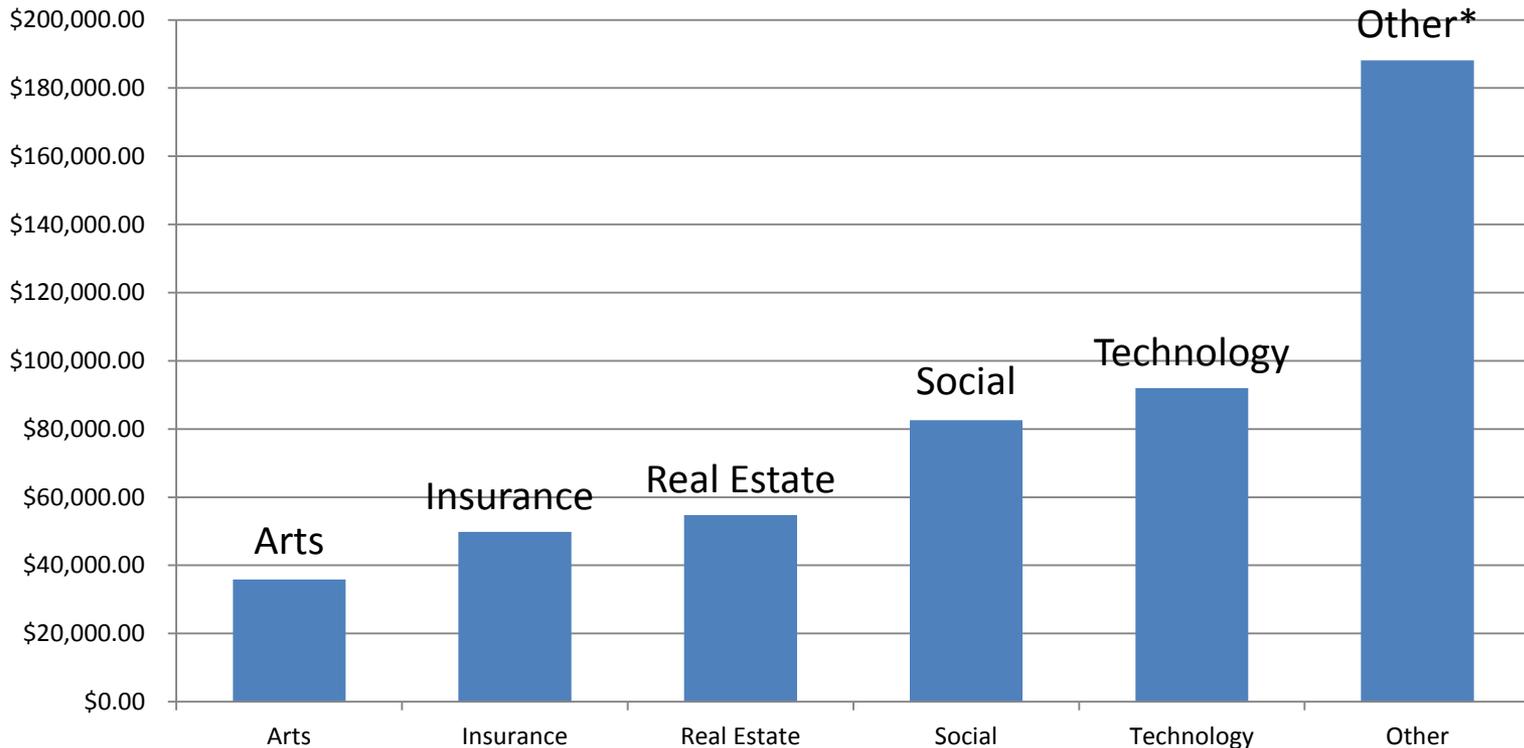
# Venues Rented and Managed – Addison Circle Park



# Venues Rented and Managed – Visit Addison



# Market Segment by Revenue



Other includes : *Chambers, Communications, Construction, Educational , Energy, Financial, Food & Beverage, Hospitality, Insurance, Legal, Medical, Non-Profit Social, Political Action, Real Estate, Religious, Retail, Social, Sports, Technology, Town of Addison, Transportation.*

## FY15 Operational Changes

Entire Operation

- The **Why** and **How** cross-training
- Standard operating procedures documentation
- New training schedules and materials

## **FY15 Operational Changes**

### FOH Operations

- New Team
- Event Coordinator and Sales Coordinator
- New booking system
- Financial controls with segregation of duties
- Tighter receivables and policy enforcement
- Fully manage financial accounting for ACTC and Visit Addison
- Systematic monthly revenue and expenditures review

# FY15 Operational Changes

## BOH Operations

- Flexed schedules
- Inventory software and management

# FY15 Operational Changes

## Marketing Strategy

- Increased participation with associations
- Professional marketing materials
- Destination Management Organizations (DMO's)
- Hotelier engagement
- Social media strategy

# FY15 Operational Changes

## Reviewing Strategic Performance Measures

- Cost recovery
- Comped space/venue discounts
- Percentage of local (Addison) clients vs. non-local
- Repeat vs. new clients
- Increase in total number of attendees
- Others being reviewed

## FY15 Year-to-Date Revenue

Revenue: \$603,750

On target:

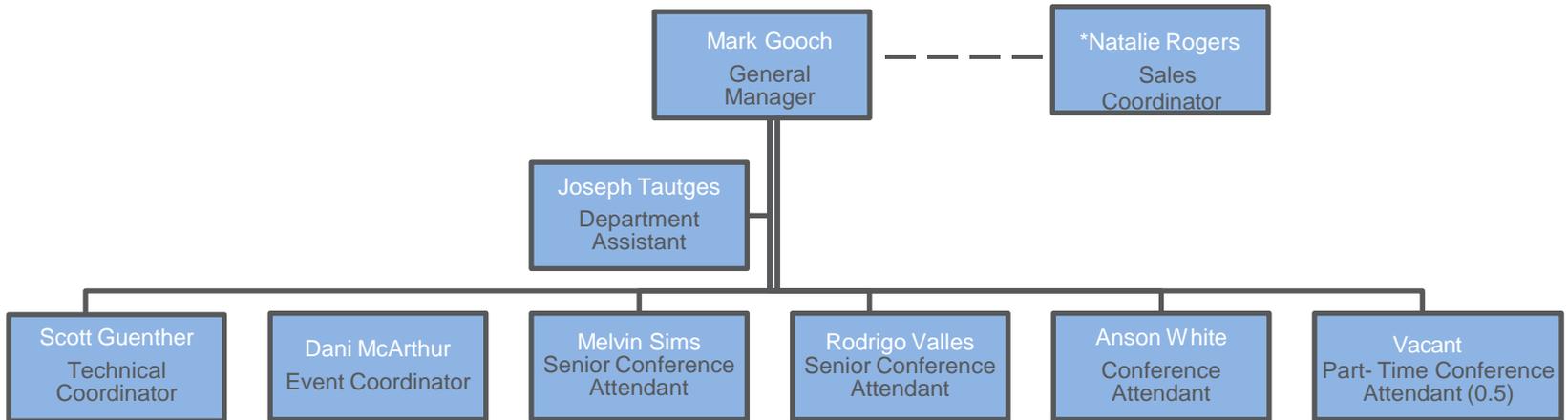


Expenditures: \$1,178,942

On target:



# Meet the ACTC Team



Thank you  
&  
Questions