



# Sacramento Public Library Authority

September 27, 2012

Agenda Item 4.0: Annual Report:  
Tsakopoulos Library Galleria 2012

**TO: Sacramento Public Library Authority Board Members**

**FROM: Rebecca Higerson, Central Library Manager**

**RE: Annual Report: Tsakopoulos Library Galleria 2012**

**RECOMMENDED ACTION(S):** None – Information Only.

## **BACKGROUND**

The Tsakopoulos Library Galleria complex operates as an event venue within the Central Library. Room rental fees, catering fees and café lease payments generate revenue to help support Library operations, with net revenues after expenses being added to the Library's general operating budget.

As a result of the continued weakness in the hospitality and event market, the Galleria returned \$116,121 in net revenue to the Library, a decrease of \$40,918 over last year.

Marketing efforts during the next fiscal year will include:

1. Expansion beyond the core business sector of weddings into government, association and corporate meetings and events.
2. Production of print collateral for the government/association/corporate meetings sector, as well as one for groups that feed into the core business of weddings, such as proms and quinceañeras.
3. Expanded social networking campaign.
4. Expanded industry participation and networking with groups such as the Society of Government Meeting Professionals (State Government business), Meeting Planners International (corporate), Association of Wedding Planners International, the Convention & Visitors Bureau, and the California Society of Association Executives.
5. Implementation of a relationship-building campaign, including calls, letters and personal visits with potential repeat clients.
6. Identification of new caterers with ethnic food options in order to fulfill client requests.

## **ATTACHMENTS**

Attachment A: Tsakopoulos Library Galleria Annual Report

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The Tsakopoulos Library Galleria at the Central Library continues to be a preferred location for private rentals, government, community and civic events, as well as providing a dramatic setting for cultural and educational programs hosted by the Sacramento Public Library. The Galleria main hall, the two adjacent East and West meeting rooms, the second floor balcony, and the Old Foyer entrance comprise one of the most unique and prestigious event spaces in Northern California. The components of the Galleria complex may be rented individually or in a combination that fits the needs of individual events and clients. The wide range of clients that rent the Galleria spaces provides a unique opportunity to generate public relations, visibility, and most importantly, additional income for the Central Library.

The primary mission of the Tsakopoulos Library Galleria is to generate the maximum revenue from its 12,000 square feet of rental space to help support the Sacramento Public Library. In addition, the Galleria provides an environment for cultural and educational programming to enhance the continuing revitalization of the downtown district and provides a dramatic and welcoming grand entrance to the Central Library. During the past fiscal year, the Galleria complex was host to seventy-one wedding bookings, twenty-eight high school balls, as well as 191 events hosted by the Sacramento Public Library. Other clients included private corporations, government agencies and private educational organizations.

### **Revenue**

Revenue from the Tsakopoulos Library Galleria complex is derived from three sources:

- 1) Revenue from rentals for private events (68%)
- 2) Revenue from authorized caterers and bar services (13%)
- 3) Lease revenue from World of Good Tastes, Inc., the parent company for the on-site LaBou Café. (19%)

After salaries, benefits, supplies and services, and capital improvements are deducted, the net revenue for FY 2011-12 was \$116,121.

### **Tsakopoulos Library Galleria Rentals**

Total rental revenue from the Galleria, Old Foyer, Balcony and Meeting Rooms, as well as equipment and security totaled \$206,768 for FY 2011-12. This is a decrease of \$61,755 from the previous fiscal year.

### **Catering Revenue**

Total revenue for catering services totaled \$40,626 for FY 2011-12. This is a decrease of \$22,619 from the previous fiscal year.

**Café Lease**

LaBou Café is the only authorized caterer with an on-premise kitchen in the Central Library building. The café has interior seating for 60, al fresco seating for an additional 70 and designated seating on the Galleria main floor when it is not reserved for rental events. Café lease revenues in FY 2011-12 totaled \$57,507, which is an increase of \$5,931 from the previous fiscal year.

**Bookings**

Room bookings overall were down 10.7% from the previous fiscal year.

Common event types, number of bookings and percentage of each:

<b>Group Type</b>	<b>Bookings</b>	<b>Proportion</b>
Library:	191	37.6%
Government:	105	20.7%
Weddings & Receptions:	71	14%
Private:	60	11.8%
Other:	52	10.2%
Association:	29	5.7%
<b>Totals:</b>	<b>508</b>	<b>100%</b>

**CONCLUSION**

The downturn in the general economy and its resulting reductions in travel and training budgets continue. Overall bookings were down from the previous fiscal year. An additional observation is that not only are fewer groups booking events, but fewer attendees are being guaranteed by those groups that are booking.

The Tsakopoulos Library Galleria complex showed a decrease in revenue during FY 2011-12, but was able to contribute \$116,121 toward the Library's budget.

**Galleria Trends and Statistics FY 2011-12****Revenue by Quarter**

	<b>FY09/10</b>	<b>FY 10/11</b>	<b>FY 11-12</b>
1 <sup>st</sup> Quarter	\$74,569	\$99,924	<b>\$83,011</b>
2 <sup>nd</sup> Quarter	\$104,203	\$73,936	<b>\$64,136</b>
3 <sup>rd</sup> Quarter	\$93,503	\$104,821	<b>\$73,233</b>
4 <sup>th</sup> Quarter	\$129,171	\$104,663	<b>\$90,888</b>
<b>Total</b>	<b>\$405,668</b>	<b>\$383,346</b>	<b>\$311,268</b>

**Cost of Salaries, Benefits, Supplies/Services and Capital Improvements**

	<b>FY 09/10</b>	<b>FY 10/11</b>	<b>FY 11-12</b>
Salaries and Benefits	\$241,154	\$156,556	<b>\$131,666</b>
Percent to Revenue	59%	41%	<b>67%</b>
Supplies, services and Capital Improvements	\$99,155	\$69,751	<b>\$63,482</b>
Percent to Revenue	24%	18%	<b>33%</b>

**Net Revenue After Expenses FY 2011-12****\$128,296****Room Booking Statistics**

<b>Space</b>	<b>FY 09/10</b>	<b>FY 10/11</b>	<b>FY 11-12</b>
Main Galleria	105	123	114
East Meeting Room	157	145	137
West Meeting Room	189	211	190
Others	89	90	63
<b>Total Bookings</b>	<b>540</b>	<b>569</b>	<b>508</b>