

**CIVIC CENTER COMMISSION  
MEETING MINUTES  
November 17, 2011**

**Attendees:**

**CCC Members:** Chairman Fran Paquette, Commissioner Scott Najarian, Commissioner John Budd, Commissioner Ed Pietrewicz

**City:** Tim McGourthy, Heather Gould

**SMG:** Sandy Dunn, James Moughan, Julia Iorio

**Minutes Prepared by:** SMG

Absent : Commissioner Joe Capone

**1. Call to Order:**

Chairman Paquette brought the meeting to order at 12:15pm.

**2. Acceptance of the Meeting Minutes – October 20<sup>th</sup>, 2011**

Commissioner Budd motioned to accept the minutes from the October 20<sup>th</sup>, 2011 meeting; seconded by Commissioner Pietrewicz. (4 yeas, 0 nays) *Motion passed.*

**3. Rent Credit Request – N/A**

**4. Major Projects – Heather Gould / Tim McGourthy**

Chairman Paquette welcomed back Heather Gould from maternity leave. Heather provided summary of the morning's Phase I Architectural Meeting with A.E. Co (formerly Ellerbe Beckett) & Sasaki Associates. Commissioner Capone and Pietrewicz were in attendance, as well as SMG staff. The focus of discussion was the construction for the Foster Street side of the facility with even more in depth talks of restroom expansions i.e., "water closets", which could be utilized by either gender depending on the demand during events. Additional discussion took place regarding retail space on the exterior corner of Commercial and Foster Streets with an interior component to be offered to patrons during events. Dunkin Donuts has expressed interest for a "Dunkin Express" concept - coffee and limited menu. The architects hope to have a schematic design available to present at the December Commission meeting. Chairman Paquette asked if the process would be to bid the contract. Sandy Dunn stated that it would likely be a negotiation not a bid process and will keep the Commission apprised as it develops further. Commissioner Pietrewicz reminded the Commission and SMG to consider Digital Federal Credit Union and their concerns for retail signage on the outside of the facility. Commissioner Pietrewicz also stated that security cameras are still being discussed and possibly if the DCU Center could work in conjunction with the hospital and the courthouse, there may be opportunity for government funding for the units.

***Boilers for Convention Center –***

Heather reporting for Rick Trifero on the Boiler Project stated that the project is on budget and ahead of schedule. Completion of the project looks to be next week if not earlier. Heather also stated that the curb cuts are in line, however with asphalt companies beginning to close for the winter months, is not sure if this will be delayed until Spring, but will continue to push to see if can get completed. Finally, the roof leak will definitely be repaired. Commissioner Budd inquired about the status on the solar power opportunity. Tim McGourthy explained that is was decided that the cost of the project did not justify the savings over the 20 year period. This may be looked at again down the road, but has been put aside for now. Mr. McGourthy reported to the Commission that the current expenditure figures for the Master Plan Project are incorrect. The numbers look to be overstated, the carpet and the marquee figures, both high. Heather is now reviewing with the budget office to correct the figure.

Chairman Paquette inquired what had transpired at the first architectural meeting with Sasaki. Tim McGourthy responded that Sandy Dunn, Paul Moosey, Joe Capone and Ed Pietrewicz were all in attendance at this initial meeting which focused on the direction of the design work, timing, and accurate schedule of the project. Sandy requested that Sasaki provide all updated information to the Commission in December for official record and all members were not present at each meeting. Specifically, the updated timeline should be reviewed with the entire Commission – this noted a construction start date of summer 2012 with a completion in the summer of 2013.

## **5. SMG Reporting**

### *a. Monthly Highlights (Sandy Dunn)*

Concert activity has been strong and still looking to announce a few more for this year. Rammstein has recently announced their Worcester play (limited US tour), Lady Antebellum for May 2012, and also country artist, Blake Shelton. We are certainly well ahead of last year in concert bookings. A Thanksgiving Day Newspaper Wrap sample was provided along with an Opening Night Worcester Sharks Chocolate Lollipop for each Commissioner. Sandy briefed the Commission on the cancellation of the Boston Pops in December due to the lack of ticket sales. The promoter was encouraged to consider the Hanover Theater for the future. Though the economics would require a much higher price, the potential number of attendees seems to have reduced over the years while there still may be a niche audience willing to spend for this high quality event.

Commissioner Paquette read in the newspaper about a “brown out” during a recent Sharks game. Sandy explained that with the new electrical vault and parallel lines for immediate switchover, when a power loss occurs it is restored quickly. National Grid reported that the issue was the fault of an animal gaining entry to a transformer on the line. Sandy also reported significant restroom issues during the past weekend due to a grease problem in the sewer lines. Department of Public Works responded quickly to the problem and it was resolved. The events were able to continue to operate by utilizing the arena restrooms. Commissioner Pietrewicz motioned to have a thank you letter generated from the Commission thanking the DPW for their immediate response; seconded by Commissioner Najarian. (4 yeas, 0 nays) Motion passed. Sandy Dunn to provide additional detail for letter generation.

With the NBA lockout, Sandy Dunn encouraged attendance for the Men’s Holy Cross / Boston College Basketball matchup tomorrow evening, Friday, November 17<sup>th</sup>. Commissioner Paquette recommended that SMG pursue a potential Pre-Season Celtics game if the lock out is lifted.

### *b. Sales Report (Jim Moughan)*

- Operational Services Division is a contracted state trade show that will encompass 100% of the facility in May 2012
- Veteran’s Day Ball - 500 attendees that looks to be an annual event now at DCU Center, despite being booked at Union Station.
- Jane Doe, Inc. – Women’s Shelter Conference stemming from the Boston area
- N.E. Livery Association – Had a successful first event here and is looking for our facility to be their home site.

### *c. Financial Statements – September 2011 (Julia Iorio)*

- Net budget was \$310,000.00, with budgeted amount for the month at \$226,000.00.
- Convention Center was extremely busy, especially with banquet components, leading to a record month of \$300,000.00 in sales for Food & Beverage.
- Year to date is coming in better than budget and better than last year’s figures.

**6. New Business**

Commissioner Pietrewicz had commented before that the cement pylons along the plaza could be utilized to promote upcoming events. Sandy noted that these are available for commercial advertising sale and would review the feasibility of the Commissioner's suggestion.

**7. Dates and Time of Subsequent Meetings**

*December 15<sup>th</sup>, 2011*

*DCU Center Conference Room - 12 Noon*

Commission Pietrewicz moved to adjourn the meeting; Seconded by Commissioner Najarian.  
(4 yeas, 0 nays) *Motion passed.*

*Meeting Adjourned – 12:40 pm*



## CENTRAL MASS HOCKEY TOURNAMENT

Peter Glanville, CAA, Tournament Director  
P.O. Box 133  
162 Kenwood Drive  
Rutland, Ma 01543  
pglanville@charter.net

November 10, 2011

Civic Center Commission  
C/o Parks, Recreation and Cemetery Department  
50 Skyline Drive  
Worcester, Ma 01608

Gentlemen:

Enclosed is the Rent Credit Application for the MIAA Central Mass Boy's Ice Hockey Championships Games this coming March. This has been a great experience for our student/athletes over the past ten years; they truly look forward to making the Championship Games, and having this special opportunity.

Our thanks to the Civic Center Commission for past considerations and we look forward to having the opportunity again this year.

Please copy any correspondence regarding this request to me at the address below.

Sincerely,

Peter M. Glanville, Director  
MIAA Ice Hockey Tournament  
P. O. Box 133  
Rutland, Ma 01543  
Telephone 508-886-4903  
E-mail: pglanville@charter.net

11 NOV 14 AM 10 28

WORCESTER'S DCU

RENT CREDIT APPLICATION

Date of Application: November 10, 2011

ORGANIZATION'S BACKGROUND:

Name of Organization: Massachusetts Interscholastic Athletic Association  
Mailing Address: 33 FORGE PARKWAY  
FRANKLIN, MA 02038

Telephone Number: 508 541-7997  
Fax Number: 508 541-9888

Please check one:  Non-profit organization (Attach evidence of 501-C3 status.)  
 City of Worcester Municipal Organization (Attach verification letter from City Manager.)

Brief Description of Organization (List or attach a list of principals and/or Board of Directors and attach the most current financial statement for the organization.):

The MIAA is the governing body for interscholastic  
athletics in MASSACHUSETTS

PROPOSED EVENT INFORMATION:

Name of Proposed Event: MIAA Central ICE Hockey Championship  
Date(s) of Proposed Event: MARCH 12 OR 13, 2012

Has this event occurred either here or at another facility in the past?  Yes  No

<u>Date</u>	<u>Location</u>
<u>3/11/11</u>	<u>DCU Center</u>
<u>3/8/10</u>	<u>DCU Center</u>
<u>3/8/08</u>	<u>DCU Center</u>
<u>3/10/07</u>	<u>DCU Center</u>
<u>3/10/05</u>	<u>DCU Center</u>

Brief Description of Event:

Championship games for MIAA Central Mass Boy's  
ICE Hockey Divisions III and IIIA

How will this event benefit the Community?

This event brings 2000 to 2500 High School Hockey Teams  
From Central Mass to the city and affords local  
student/athletes the chance to play in a professional venue

Exact Rooms, Dates, and Activity (setup only, event day, teardown only) being requested:

<u>Date</u>	<u>Room(s) Requested</u>	<u>Activity</u>
<u>3/12 or 3/13/12</u>	<u>ice rink</u> <u>4 locker rooms</u>	<u>2 Hockey Games</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Is this event designed to produce a profit? (Please attach a budget proforma of event including total anticipated revenues and expenses.) \_\_\_\_\_ Yes  No

If yes, the event can generate income for a defined program of the organization but not for the organization's general fund. Please specify the target amount of monies to be produced and what the funds will utilized for.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will this event occur (either here or at another facility) if the rent credit is not awarded?

Yes \_\_\_\_\_ No



# Stone and Paul, P.C.

Certified Public Accountants

Paul M. Stone, C.P.A.  
Robert J. Paul, C.P.A.

A Professional Accounting Corporation

September 30, 2010

## Independent Auditors' Report

To The Board of Directors  
Massachusetts Interscholastic  
Athletic Association, Inc.  
Franklin, Massachusetts

We have audited the accompanying statements of financial position of Massachusetts Interscholastic Athletic Association, Inc. (a nonprofit organization) as of June 30, 2010 and 2009, and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Massachusetts Interscholastic Athletic Association, Inc. as of June 30, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

**MASSACHUSETTS INTERSCHOLASTIC ATHLETIC ASSOCIATION, INC.**  
**STATEMENTS OF FINANCIAL POSITION**  
**JUNE 30, 2010 AND 2009**

	2010	2009
<b><u>ASSETS</u></b>		
<b>Current Assets:</b>		
Cash (Notes 1 and 10)	\$ 1,754,207	\$ 1,450,039
Accounts receivable (Note 1)		
Association receivables, net of allowance for doubtful accounts of \$3,622 for June 30, 2010 and \$3,622 for June 30, 2009	15,262	117,097
Tournament income receivable	21,314	8,781
Prepaid expenses	83,802	46,837
Due from related party (Note 9)	2,219	27,743
<b>TOTAL CURRENT ASSETS</b>	<b>1,876,804</b>	<b>1,650,497</b>
<b>Property and equipment, net (Notes 1 and 2)</b>	<b>2,116,549</b>	<b>2,194,213</b>
<b>Other assets:</b>		
Board restricted cash (Note 3)	162,997	158,674
Deposits	-	750
Cash surrender value life insurance (Note 4)	102,592	102,592
<b>Total Assets</b>	<b>\$ 4,258,942</b>	<b>\$ 4,106,726</b>
<b><u>LIABILITIES AND NET ASSETS</u></b>		
<b>Current Liabilities:</b>		
Accrued liabilities	\$ 75,586	\$ 84,550
Deferred revenue	86,920	36,431
Capital lease obligations, current portion (Note 8)	10,578	9,865
Long-term debt, current portion (Note 7)	70,688	70,688
Postretirement obligations, current portion	24,212	72,052
<b>TOTAL CURRENT LIABILITES</b>	<b>267,984</b>	<b>273,586</b>
<b>Noncurrent Liabilities:</b>		
Accrued postretirement benefits (Note 5), net of current portion	1,380,185	917,430
Deferred compensation (Notes 3 and 6)	162,997	158,674
Capital lease obligations, net of current portion	31,494	42,072
Long-term debt, net of current portion	282,639	353,327
<b>TOTAL NONCURRENT LIABILITES</b>	<b>1,857,315</b>	<b>1,471,503</b>
<b>Total Liabilities</b>	<b>2,125,299</b>	<b>1,745,089</b>
<b>Net Assets:</b>		
Unrestricted net assets	2,133,643	2,361,637
<b>Total net assets</b>	<b>2,133,643</b>	<b>2,361,637</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 4,258,942</b>	<b>\$ 4,106,726</b>





**CIVIC CENTER COMMISSION**  
**MONTHLY HIGHLIGHTS**  
**December 15, 2011 Meeting**

**FINANCE AND HUMAN RESOURCES DEPARTMENT**

- ***New Staff*** - Ed Bonelli was hired in the position of Accounts Payable Coordinator. This position has been reclassified to a part time status on a trial basis as a potential area for savings.
- ***Calendar year-end*** projects have begun. Holiday schedules were determined, turkey distribution to full time employees for Thanksgiving, and vacation balances reviewed for year end.
- ***Benefits open enrollment*** webinar training was conducted by SMG. Health insurance costs have increased just under 10% for the upcoming year.
- ***Vendor proposals*** are being evaluated from vendors - banking, security alarm, postage meter machine, credit card processors, office supply providers.
- ***Training and an industry update*** held in Springfield was attended by the General Manager, Director of Events, and Convention Sales Manager. The event was part of the International Association of Venue Managers (IAVM), our primary trade organization. Jim Rooney of MCCA provided a keynote address on expansion plans for Boston Convention and Exposition Center (BCEC). General session topics included employee motivation and development, emergency preparedness, sustainability practices along with general networking.
- ***Annual Employee Decorating*** took place in November in various areas of the convention center. City of Worcester exterior wreaths were added to the Marquee.

**EVENTS & MARKETING**


- ***Repeat clients*** continue to be a significant positive impact for the Convention Center with 14 events returning this month including the Alpaca Show.
- ***Going Viral:*** Guns N' Roses rocked the DCU Center on Black Friday (11/25) and in our new tradition, the DCU Center presented front man, Axl Rose, a custom cake designed by Sweet Pastry Shop and Dessert Bar. The band was so impressed by the three-tiered confection with an edible skull that they

tweeted a photo of the cake to their 200,000 followers on Twitter. Tagging and thanking the DCU Center in the micro-status, the DCU Center was able to return the favor to Sweet by re-tweeting and tagging chef Alina Eisenhauer. Telegram.com in turn posted the tweet in their Pop Culture Notebook feature.

Pop Culture Notebook

### Guns N' Roses takes the cake

Add a comment



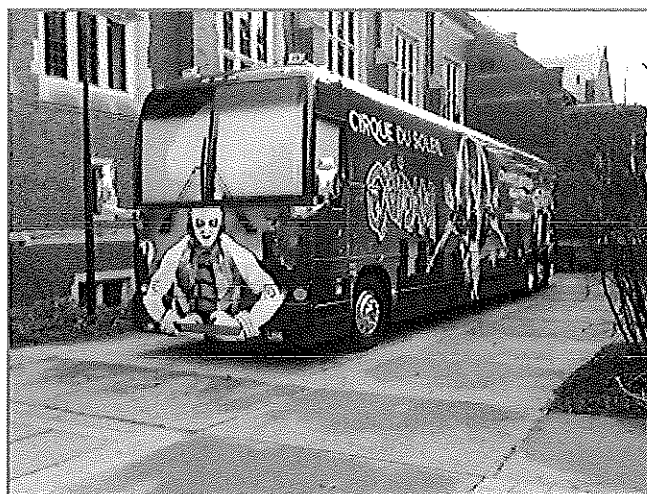
Sweet chef Alina Eisenhauer got a little extra treat Friday at the Guns N' Roses concert at the DCU Center. Eisenhauer - who had garnered a bit of fame with her recent nix on the Food Network game show "Sweet Genius," had the honor of baking a cake for the legendary rockers ... and the band liked it so much they Tweeted a photo to its more than 200,000 Twitter followers.

A cake designed for the band Guns N' Roses, by Worcester chef Alina Eisenhauer.  
Enlarge photo

Recent entries  
 December 2, 2011  
 December 1, 2011  
 November 30, 2011  
 November 29, 2011  
 November 28, 2011  
 November 25, 2011  
 November 23, 2011  
 November 22, 2011  
 November 21, 2011  
 November 18, 2011  
 November 17, 2011  
 November 16, 2011  
 November 15, 2011  
 November 4, 2011  
 November 2, 2011  
 November 2, 2011  
 October 26, 2011  
 October 25, 2011  
 October 24, 2011  
 October 21, 2011

"We have been fortunate to have been able to do a lot of really cool cakes this year for some pretty well known musicians and celebrities," said Eisenhauer. "I was especially excited for this cake because I am also a Guns N' Roses fan (isn't everyone who was in high school in the '60s/70s?) It turned out to be one of our favorite cakes we have done so far. Knowing that that Axl and the guys really liked it was, as they say, the icing on the cake!" (Victor D. Infante)

- On Tour in Worcester:** A new promotional feature of Cirque du Soleil is a custom Tour Bus that arrives two weeks in advance of their performance to promote the engagement. The bus hit the Worcester Sunday 12/04 and will visit a variety of high-visibility/traffic locations through Friday 12/09. The eye catching bus includes a street team with promotional giveaways, discount flyers, and other fun interactives including a green screen and a performer on stilts. You can preview the bus at <http://quidambustour.com/>.



- **Puck Spike:** In a touchdown promotion, the Worcester Sharks announced they will reimburse New England Patriots Tight End Rob Gronkowski \$7,500 to spike a ceremonial puck before the Sharks game vs. the Providence Bruins on Friday, February. Gronkowski was fined \$7,500 on November 18th by the NFL for his unsportsmanlike spike following his second touchdown grab win over the Jets on November 13. Gronkowski finished the game with eight catches for 113 yards and two touchdowns as the Patriots rolled, 37-16. Gronkowski spiked the football after a celebration of a touchdown vs. the Patriots biggest rival, the New York Jets. It will be only be fitting that Gronkowski will spike a puck before the Worcester Sharks host their biggest rival, the Providence Bruins on 2/24.
- **Public Skate Returns:** After a successful Public Skate presented by the facility's naming rights partner, DCU, the DCU Center has scheduled TWO Public Skates this season, both presented by Digital Federal Credit Union. The first of the two will take place during winter break on Thurs 12/29 and the second on Sat 1/14.
- **New Avenue for Revenue:** SMG recently entered into a REV-SHARE partnership with Burst Media (national online ad server) featuring an online content manager whereby SMG venues independently manage several national advertising campaigns. The DCU Center has enabled two new ad spaces on the website (dcucenter.com)- 728x90 (homepage above the fold) and 160x600 (all secondary pages on the right side of the page) and should soon begin to see a quarterly revenue stream coming in.

#### FOOD & BEVERAGE DEPARTMENT

- **Record Numbers** - Over the course of the two day cheerleading tournaments, Savor sold 2400 slices of pizza and 5600 pretzels.
- **Donations** continued as Savor donated 9 gallons of Hot Chocolate to the Sharks for their Hats & Mittens Skate. Savor also donated 900 lbs of food to the Worcester County Food Bank.

#### OPERATIONS, HOUSEKEEPING, & PHYSICAL PLANT DEPARTMENTS

- **Event schedule** has kept all departments busy with event setups, housekeeping, and repairs. Final clean was performed from tree damage during the October snowstorm.



**Civic Center Commission  
Monthly Sales Report Nov. 2011**

Name	Banquet/ Social	Conference/C onvention/Tr adeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
<b>Banquet/Social Contracts</b>							
<b>Conference/Convention/Tradeshow Contracts</b>							
ProScout Open Call Interviews		1	01/09/12	1	250		1
Video Educators Conf. & Tradeshow		1	10/10-11/12	2	400		1
Beyond the Stars Dance Comp.		1	5/19-20/12	2	1,000		1
Great Beginnings Conf.		1	10/26/12	1	375		1
Central NE Karate Tournament		1	08/12/12	1	700		1
Star Systems Shock		1	10/14/12	1	750		1
CPCS Conference		1	05/17/12	1	750		1
Spirit Sports		1	1/14-15/12	2	4,000		1
Grand Prix MA Magic the Gathering		1	8/23-26/12	4	2,500	1	
Fred Pryor Seminars		5	Apr. May. 2012	6	210		5
		<b>14</b>		<b>21</b>	<b>10,935</b>	<b>1</b>	<b>13</b>
<b>Proposals</b>							
Sen. Brown Job Fair		1	01/09/12	1	2,000	1	
Associated Press Meeting		1	09/07/12	1	150	1	
St. George's Church	1		Spring. 2012	1	450	1	
Fuel Institute Trade Show		1	6/10-14/13	4	4,000	1	
Avon Meeting		1	01/10/12	1	40	1	
Charity Ball	1		Fall. 2012	1	250	1	
Ash Productions Dance Instructional		1	Jan. 2012	1	500	1	
Attorney General's Conference		1	06/06/12	1	200		1
WOW Media Group		1	Dec. 11	1	50	1	
	<b>2</b>	<b>7</b>		<b>12</b>	<b>7,640</b>	<b>8</b>	<b>1</b>
<b>Site Visits &amp; Appointments</b>							
16 Sales Calls to Waltham area companies							
BizBash Tradeshow - Boston - Meeting Planners							
Video Educators Staff							
Operational Services Division/State of Massachusetts Staff							
<b>Conf./On sale Arena Events</b>							
TNA Wrestling			01/20/12				
Rammstein			04/29/12				
Lady Antebellum			05/05/12				
<b>Trackable overnight room pick-up for Nov. 2011</b>							
<b>Event</b>			<b>Date</b>	<b># of Days</b>	<b>Rm Nights</b>		
Video Educators Conf.			11/1-2/11	2			
Veteran's Day Ball			11/5/11	1			
MAPHERD			11/7-8/11	2			
Coastal Alpaca Show			11/10-13/11	4			
Monsters of Hip Hop			11/11-13/11	3			
Central MA Pop Warner Cheerleading			11/19/11	1			
Guns & Roses			11/25/11	1			
Central MA Youth Football Cheerleading			11/27/11	1			
Bob Seger			11/29/11	1			



**ARENA & CONVENTION CENTER**

**FINANCIAL STATEMENTS**

**October 2011**

fiscal year ending June 30, 2012

**Distribution:**

Civic Center Commission

**Prepared By:**

Julia Iorio  
Melissa Bishop  
Donald Blood

**November 17, 2011**

**DCU CENTER**  
**MONTHLY HIGHLIGHTS - OCTOBER 2011**

The following schedule summarizes the results of operations for the month ending October 31 compared to budget:

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Number of Events	38	44	(6)
Attendance	50,957	57,460	(6,503)
Direct Event Income	\$ 149,208	\$ 155,344	\$ (6,136)
Ancillary Income	<u>214,737</u>	<u>218,904</u>	<u>(4,167)</u>
Total Event Income	363,945	374,248	(10,303)
Other Operating Income	116,065	134,969	(18,904)
Indirect Expenses	(407,503)	(441,314)	33,811
Net Operating Income	<u>\$ 72,507</u>	<u>\$ 67,903</u>	<u>\$ 4,605</u>

Event Income Event	No. Events		Total Event Income		F&B per Cap		Novelty per Cap	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget
Barnum & Bailey Circus	8	9	52,980	40,450	2.90	2.75	-	-
Jeff Dunham	1	1	60,774	51,300	6.14	4.00	6.51	2.00
Worcester Sharks	3	3	9,339	14,863	7.69	6.20	-	-
Fred Pryor Seminar	1	1	215	442	1.20	1.56	-	-
First Friday Club	1	1	628	787	16.20	16.20	-	-
Cross Country Seminars	2	2	749	795	3.91	5.94	-	-
Star Systems Shock Intensive	1	1	5,364	5,836	3.71	3.85	-	-
Rock & Shock	3	3	33,074	33,337	3.37	2.45	-	-
MAR Trade Show & Conference	3	2	45,688	47,982	60.65	19.15	-	-
MHA Meeting	1	-	356	-	13.08	-	-	-
Senior Spectacular	1	1	8,696	10,094	5.84	7.32	-	-
Fall Home Show	3	3	35,581	36,299	1.73	1.05	-	-
Healthy Living Expo	3	3	12,917	15,043	0.43	0.36	-	-
Neoaug	1	1	12,157	16,564	46.49	55.32	-	-
SNA Conference	2	3	38,640	27,943	70.97	33.54	-	-
MA ALFA	1	2	28,441	27,342	48.23	41.40	-	-
Great Beginnings Conference	1	1	13,245	18,654	38.80	45.12	-	-
UMMC Training	2	2	7,238	720	35.48	1.98	-	-
Leominster Prom-Cancelled Event			500					
GOPAC Meeting-Cancelled Event			425					
Smart Grid Summit 9/11 adjustment			(3,064)					
Masquerade Ball	-	1	-	13,783	-	35.94	-	-
MA Energy Summit	-	1	-	7,453	-	29.53	-	-
Meeting	-	1	-	360	-	1.98	-	-
Motive8 Dance Convention	-	2	-	4,201	-	1.95	-	-
<b>Totals</b>	<b>38</b>	<b>44</b>	<b>363,945</b>	<b>374,248</b>				

Other Income	Actual	Budget	Variance	
	116,065	134,969	(18,904)	Under Budget -14%
Luxury Seating	18,347	18,300	47	Over Budget
Advertising	36,447	44,200	(7,753)	Under Budget Less renewals than anticipated
Rink Rentals	5,122	2,000	3,122	Over Budget
Ticketmaster Rebates	53,204	67,969	(14,765)	Under Budget TM rebates down for Jeff Dunham due to lower attendance than anticipated.
Miscellaneous	2,946	2,500	446	Over Budget

Indirect Expenses	Actual	Budget	Variance	
	407,503	441,314	(33,811)	Under Budget -8%
Executive & Sales	42,065	45,734	(3,669)	Under Budget savings on overall expenses - timing issue
Finance	32,516	37,554	(5,038)	Under Budget savings on overall expenses - timing issue
Marketing	16,717	23,344	(6,627)	Under Budget one position vacant for part of the month - savings from general expenses - timing issue
Operations	151,587	154,134	(2,547)	Under Budget largest savings from operating expenses - timing issue
Box Office	12,250	13,338	(1,088)	Under Budget savings on overall expenses - timing issue
Overhead	93,595	102,564	(8,969)	Under Budget gas/electricity expense/usage under budget - savings from operating supplies - timing issue
Food & Beverage	58,773	64,646	(5,873)	Under Budget greatest savings from operational supplies - timing issue

DCU CENTER  
YEAR TO DATE HIGHLIGHTS - OCTOBER 2011

The following schedule summarizes the results of operations for the four months ending October 31 compared to budget and the prior year:

	<u>Actual</u>	<u>Budget</u>	<u>Prior Year</u>
Number of Events	100	97	87
Attendance	90,143	98,925	81,479
Direct Event Income	\$ 369,134	\$ 359,749	\$ 358,258
Ancillary Income	<u>598,918</u>	<u>599,975</u>	<u>421,224</u>
Total Event Income	968,052	959,724	779,482
Other Operating Income	432,326	447,425	373,821
Indirect Expenses	(1,544,008)	(1,680,981)	(1,540,614)
Net Operating Income	<u>\$ (143,630)</u>	<u>\$ (273,833)</u>	<u>\$ (387,310)</u>

Event Income	No.	Actual	Budget	Variance	
Year to Date:	100	968,052	959,724	8,328	Over Budget 1%
AHL SHARKS	3	9,338	14,863	(5,525)	Under Budget Higher expenses in October due to costs of installing ice for first time
CONCERTS	2	74,868	103,000	(28,132)	Under Budget American Idol \$1k under budget, Kid Cudi \$27k under budget
FAMILY SHOWS	8	52,980	40,450	12,530	Over Budget Circus \$12k over budget (greater attendance)
OTHER	1	60,774	51,300	9,474	Over Budget Jeff Dunham \$9k over budget (greater merch & f&b sales)
BANQUETS / CC	3	6,127	17,421	(11,294)	Under Budget Infantry Ball not budgeted, Masquerade Ball did not take place
ENTERTAINMENT / CC	3	75,194	41,961	33,233	Over Budget Day Glow added a second show
MEETINGS / CC	35	298,153	237,478	60,675	Over Budget Off-Site Meeting \$40k over budget (due to higher attendance), National Grid \$29k over budget (additional catering than expected), MA Energy Summit did not happen
PERFORMING ARTS / CC	7	33,675	41,868	(8,193)	Under Budget Beyond the Stars and McInerney dance events were down overall income, Motiv8 Dance was cancelled
SPORTING EVENTS / CC	1	2,062	2,670	(608)	Under Budget
TRADE SHOWS / CC	7	100,660	133,198	(32,538)	Under Budget NE Livery \$25k under budget, Imperial Distributors \$4k under budget, Neoaug \$4k under budget
PUBLIC GATED / CC	13	109,770	117,649	(7,879)	Under Budget Import Evolution \$4k under budget, Healthy Living Expo \$2k under budget, Senior Spectacular \$2k under budget
CONVENTIONS / CC	11	141,450	157,866	(16,416)	Under Budget Much less food & beverage sales than anticipated for Wommack Ministries & Great Beginnings
OTHER / CC	6	3,000	-	3,000	Over Budget The Great Estate Roadshow was not budgeted, two cancelled events

Other Income	Actual	Budget	Variance	
Year to Date:	432,326	447,425	(15,099)	Under Budget -3%
Luxury Seating	70,255	73,200	(2,945)	Under Budget
Advertising	154,559	173,165	(18,606)	Under Budget Less advertising contract renewals
Rink Rentals	5,122	2,000	3,122	Over Budget
Miscellaneous	7,793	9,000	(1,207)	Under Budget
Ticketmaster Rebates	194,598	190,060	4,538	Over Budget Day Glow added a second show, only one was budgeted, offset by lower tin rebates due to lower attendance for Jeff Dunham

Indirect Expenses	Actual	Budget	Variance	
Year to Date:	1,544,008	1,680,981	(136,973)	Under Budget -8%



**Civic Center Commission  
Monthly Sales Report Nov. 2011**

Name	Conference/Convention/Tradeshow		Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
	Banquet/Social	Conference/Convention/Tradeshow					
<b>Banquet/Social Contracts</b>							
<b>Conference/Convention/Tradeshow Contracts</b>							
ProScout Open Call Interviews		1	01/09/12	1	250		1
Video Educators Conf. & Tradeshow		1	10/10-11/12	2	400		1
Beyond the Stars Dance Comp.		1	5/19-20/12	2	1,000		1
Great Beginnings Conf.		1	10/26/12	1	375		1
Central NE Karate Tournament		1	08/12/12	1	700		1
Star Systems Shock		1	10/14/12	1	750		1
CPCS Conference		1	05/17/12	1	750		1
Spirit Sports		1	1/14-15/12	2	4,000		1
Grand Prix MA Magic the Gathering		1	8/23-26/12	4	2,500	1	
Fred Pryor Seminars		5	Apr. May. 2012	6	210		5
		<b>14</b>		<b>21</b>	<b>10,935</b>	<b>1</b>	<b>13</b>

<b>Proposals</b>							
Sen. Brown Job Fair		1	01/09/12	1	2,000	1	
Associated Press Meeting		1	09/07/12	1	150	1	
St. George's Church	1		Spring. 2012	1	450	1	
Fuel Institute Trade Show		1	6/10-14/13	4	4,000	1	
Avon Meeting		1	01/10/12	1	40	1	
Charity Ball	1		Fall. 2012	1	250	1	
Ash Productions Dance Instructional		1	Jan. 2012	1	500	1	
Attorney General's Conference		1	06/06/12	1	200		1
WOW Media Group		1	Dec. 11	1	50	1	
	<b>2</b>	<b>7</b>		<b>12</b>	<b>7,640</b>	<b>8</b>	<b>1</b>

**Site Visits & Appointments**

16 Sales Calls to Waltham area companies  
 BlzBash Tradeshow - Boston - Meeting Planners  
 Video Educators Staff  
 Operational Services Division/State of Massachusetts Staff

**Conf./On sale Arena Events**

TNA Wrestling 01/20/12  
 Rammstein 04/29/12  
 Lady Antebellum 05/05/12

**Trackable overnight room pick-up for Nov. 2011**

Event	Date	# of Days	Rm Nights
Video Educators Conf.	11/1-2/11	2	
Veteran's Day Ball	11/5/11	1	
MAPHERD	11/7-8/11	2	
Coastal Alpaca Show	11/10-13/11	4	
Monsters of Hip Hop	11/11-13/11	3	
Central MA Pop Warner Cheerleading	11/19/11	1	
Guns & Roses	11/25/11	1	
Central MA Youth Football Cheerleading	11/27/11	1	
Bob Seeger	11/29/11	1	