



City of Colleyville

Colleyville Center Advisory Committee Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Monday, August 18, 2014
5:30 p.m.

Colleyville Center
5301 Riverwalk Drive

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
May 19, 2014
- 3. REGULAR AGENDA ITEMS**
3a Colleyville Center Q3 FY 2014 Update
- 4. ADJOURNMENT**

I hereby certify this agenda was posted on City Hall bulletin boards Friday, August 15, 2014 by 5:00 p.m.

Leslie Hill
Colleyville Center Manager

A quorum of the Colleyville City Council may be in attendance at this meeting.

Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the Colleyville Center Administrative Assistant at least 48 hours in advance at 817.503.1330, and reasonable accommodations will be made to assist you.

COLLEYVILLE CENTER ADVISORY COMMITTEE
FY 2014 – SECOND QUARTER MEETING
MAY 19, 2014
MINUTES

Present: Chair Mark Johnson, Mike Cunningham, Darla Dennison, Earlene Garvey, Julie George, Judy Goodwin, Paul Vigiletti and Tom Westerman

Community Development Director Ron Ruthven, Strategic Services Manager Adrienne Lothery, Center Manager Leslie Hill and Center Coordinator Marilyn Gilbert

Absent: Mike Bolton, Leti Carson, Louis Miller and Irma Villalobos

1. The Meeting was called to order at 5:30 p.m. by Chair Mark Johnson.
2. The minutes were approved as written for Q1 2014 as well as Q4 2013 as a result of not having a quorum at the February 17 meeting.
3.
 - A. Ron Ruthven presented a slide presentation and a discussion followed regarding the Colleyville Center Site Master Plan. A workshop with City Council and CCAC will be conducted on Monday evening, June 30 at the Colleyville Center.
 - B. Center manager reviewed the Q2 FY2014 results pertaining to events and revenue for the Colleyville Center.
 - C. Review and discussion of the proposed 2014 Standard Weekly Rental Rates. Staff recommendation is to launch a new standard weekday rental rate with administrative and rental fees packaged together. CCAC approved the recommendation and will be presented to City Council for approval.
4. Meeting was adjourned at 6:58 p.m. The next scheduled Colleyville Center Advisory Committee meeting is August 18, 2014.

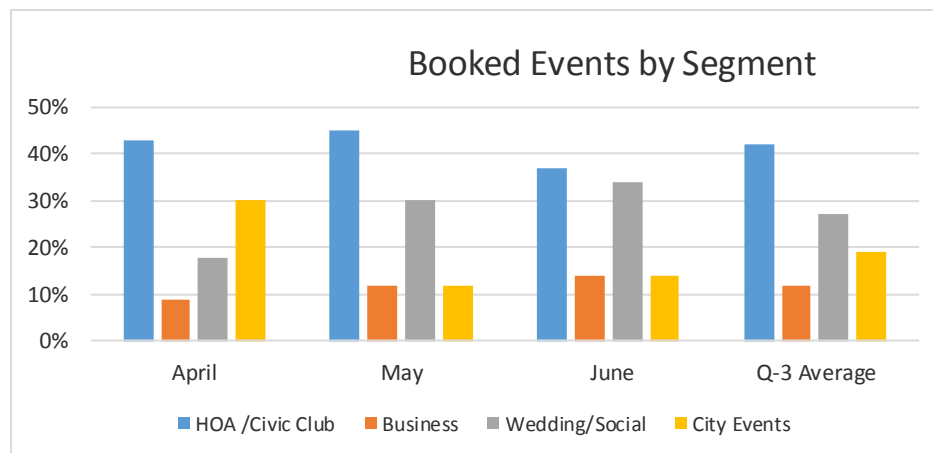
Colleyville Center Q3 and FY 2014 Update

The intent of this quarterly report is to provide both a revenue and event summary of Colleyville Center operations for the period April 1, 2014 thru June 30, 2014

The criteria evaluated and provided includes:

- Booked Meetings & Events
- Revenues and Expenses
- Facility Operation Update
- Marketing
- Customer Service
- Center Performance Metrics

MEETINGS-BOOKINGS-Q3 FY 2014 TOTAL EVENTS – 112



Event Type	April	May	June	Q3 Average
HOA /Civic Club	19	15	13	42 %
Business	4	4	5	12 %
Wedding / Social	8	10	12	27 %
City Events	13	4	5	19 %

Q3 FY 2014-REVENUE & EXPENDITURE

- Revenue- \$59,533
- Expenditure- \$77,301
- Economic Impact- 58%
- Operating Cost Recovery-77%

Q3 FACILITY / OPERATIONAL IMPROVEMENTS

- Exterior Grounds- Soaker hoses for trees and flower beds
- Stage Floor – floor structure reinforced. Floor had sunk due to piano weight.
- Front stage storage doors-Re-hinging of all doors to increase storage capacity
- Lighting rheostats in Grand Hall replaced to inhibit client use during events
- Phone activated in small conference room for client conference call capability
- New stage curtains ordered for September installation
- All desktop printers replaced and routed to single printer in event office improving staff efficiency

MARKETING/ADVERTISING

Your Event. Your Way. Our Place.

Marketing Update

Segment Advertising remains a primary marketing tactic for the Center. During Q3 staff focused on the small business and bridal segment utilizing both print and online advertising and posting to Center Facebook page. The Center tagline “Your Event. Your Way. Our Place.” will continue to be utilized in all marketing efforts.

The Center is currently funded through the CEDC for Impact News advertising in 2014. Both a business and social advertisement have been placed to generate rentals from inside and outside our community. Impact News distribution reaches Colleyville, Southlake and Grapevine residents. Staff continues to track phone and online leads generated into the Center. Staff anticipates the Holiday print ad will generate November and December bookings.

Spring 2014- Impact News

Colleyville CENTER
Your Event. Your Way. Our Place.

- Ideal Location
- Variety of Meeting Spaces
- Advanced Meeting Technology
- Full Slate of Amenities
- Smart Value

5301 Riverwalk Drive, Colleyville, Texas
ccevents@colleyville.com | 817.503.1330
facebook.com/colleyvillecenter

August 2014 Impact News

Planning a holiday party?
IT'S NOT TOO SOON TO BOOK THE
COLLEYVILLE Center
FLEXIBLE GATHERING SPACES
FROM 5 TO 500
SPARKLING AMBIENCE &
BEAUTIFUL FINISHES
IDEAL LOCATION
CALL TODAY TO RESERVE THE BEST DATES!

817-503-1330
5301 RIVERWALK DRIVE, COLLEYVILLE TEXAS
CCEVENTS@COLLEYVILLE.COM

August 2014—January 2015 -The Knot Magazine

Premier bridal magazine, Texas edition highlighting venues in DFW market. Both online and print is being utilized. YTD The Knot magazine has generated over 1,200 regional addresses for Center direct mail follow up.



Online Promotion



Facebook

Ancillary promotion of the Center as a unique venue for citizens to hold civic meetings as well as social events will continue in our social media efforts. To this end staff is posting civic meetings and events held at the Center. From the Lions Club, CEO, or Garden Club, ongoing weekly postings have become an integral element of Center branding efforts.



City of Colleyville Website

Other online promotion includes Center banner rotation on the City of Colleyville homepage and department pages. The City Marketing and Communication Manager will be providing a Center write up in the Colleyville Communicator online newsletter in 2014 reminding citizens of their 20% citizen discount on Center rental rates.

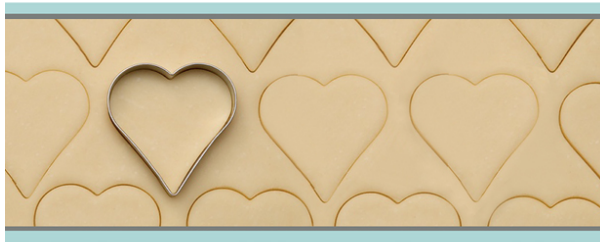
it all happens at colleyville center



your event. your way. our place.
colleyville center

you're not a cookie cutter kind of gal
so why should you settle for a cookie cutter wedding?

at Colleyville Center you can create a wedding celebration as
Unique as you are.



casual or formal, big or small,
our neutral palette, elegant finishes and soaring arched windows
are the perfect backdrop for your signature style.

call us today  for details!

your day { your way } our place

COLLEYVILLE
Center

5301 Riverwalk Drive, Colleyville Texas
ccevents@colleyville.com | 817.503.1330

Referrals

Personal and networking referrals remain a primary driver of phone leads into the Center. Google also continues to route 50% of all inbound phone leads into the Center. Callers inform staff they go online and simply google “wedding venues DFW”.

Wedding Wire & Knot Online

Staff is utilizing the Knot and Wedding Wire online account management to communicate directly with bridal inquiries visiting these sites. Templates are provided to send all online requests custom emails with Center information. Through Q3 over 40 direct inquiries have been generated by Wedding Wire and another 50 from The Knot. The resulting sales from the leads generated 5 Saturday rentals, a 6% close rate.

Additional Marketing & Networking Activity

- **Impact News**-Article regarding October 1st rental rate changes approved by City Council in June. Rental rates and ala carte services were bundled as recommended by Advisory Committee.
- **City of Colleyville**
Communication Manager publishing article on citizen rental discounts
City of Colleyville Website www.colleyville.com
Banner ad placement
- **Colleyville Chamber**
Advertisement in Chamber Publication “Local Link”
Monthly Chamber Luncheon Networking
Vendor Participation at Chamber Network Events
- **Texas Event and Venue Management**- Staff attended Waco Convention Center Quarterly Luncheon networking with other Civic Centers from across Texas
- Center Manager Completed Leadership Colleyville Certification

Q3- 2014 CUSTOMER SATISFACTION SURVEYS

During Q3 FY 2014 Center staff solicited 28 Customer Satisfaction Surveys, representing 25% of the 112 events held during this period. Although the response rate represents a 23% decline in surveys collected compared to last quarter, the overall satisfaction rating of “excellent” was 96%.

Client surveys continue to rate seven categories: appearance and cleanliness of the Center, staff service, room set-up, kitchen facilities, parking, amenities, and overall experience. Although participation in the surveys declined for the period, 100% of the 28 respondents would plan another event at the Colleyville Center, a testament to Center customer service.

April – June 2014 —SURVEY RESULTS

CATEGORY	EXCELLENT	GOOD	SATIS	FAIR	UNSATIS	N/A
Appearance of Center	28					
Clean Facilities	27	1				
Service from Staff	27			1		
Room Set Up	27		1			
Adequate Parking	28					
Kitchen Amenities	26					2
Overall Experience	28					
Plan to Return to Center	28					

CUSTOMER VERBATIMS:

“Not happy with extra fees-perhaps you should give an itemized break out of charges”

“Loved it!”

“Wonderful experience, thanks so much!”

“ I love the facility and your staff”

“Love the location and the layout and most important the staff coordinating here”

“ Sarah- _loved working with her”

“Our hostess Sarah was wonderful”

“Everything was terrific. Thank you so much”

“Charging \$20 for the projector stand? Very cheap!”

“Everyone present commented on how nice the building and room is “

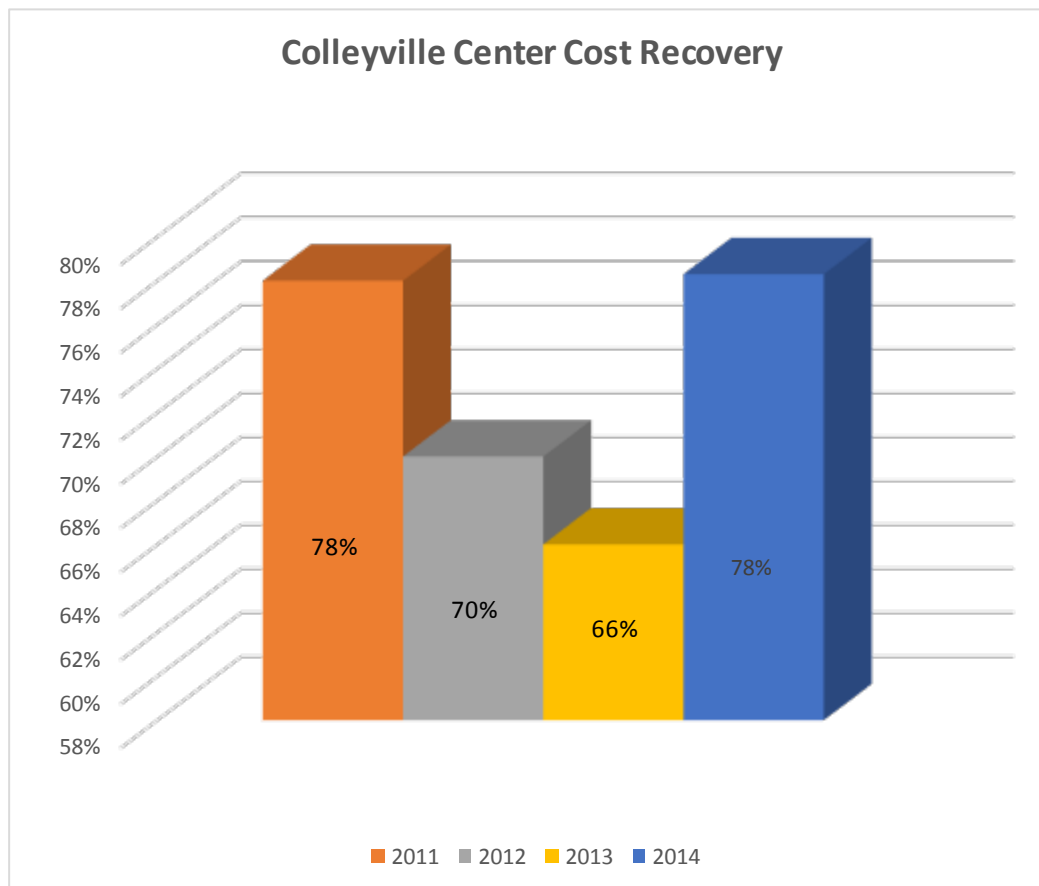
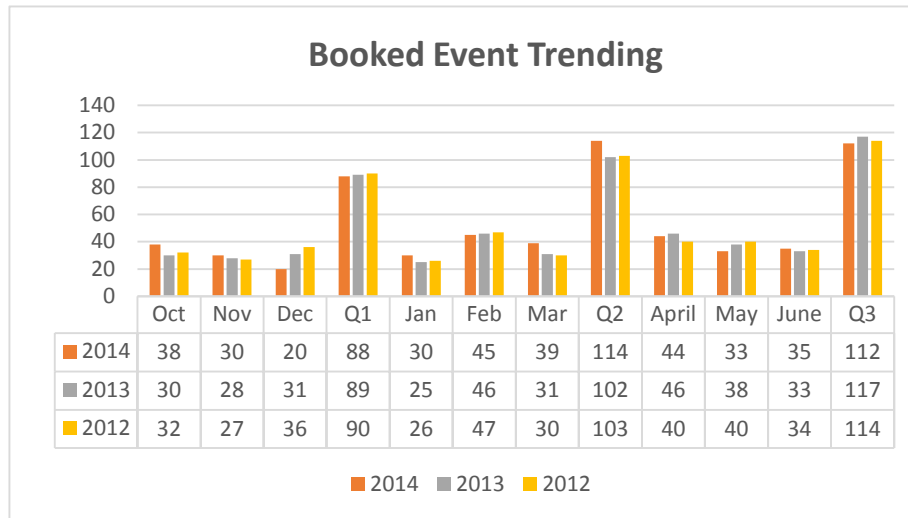
“Judy Moist was great...thank you”

“We look forward to seeing you next year”

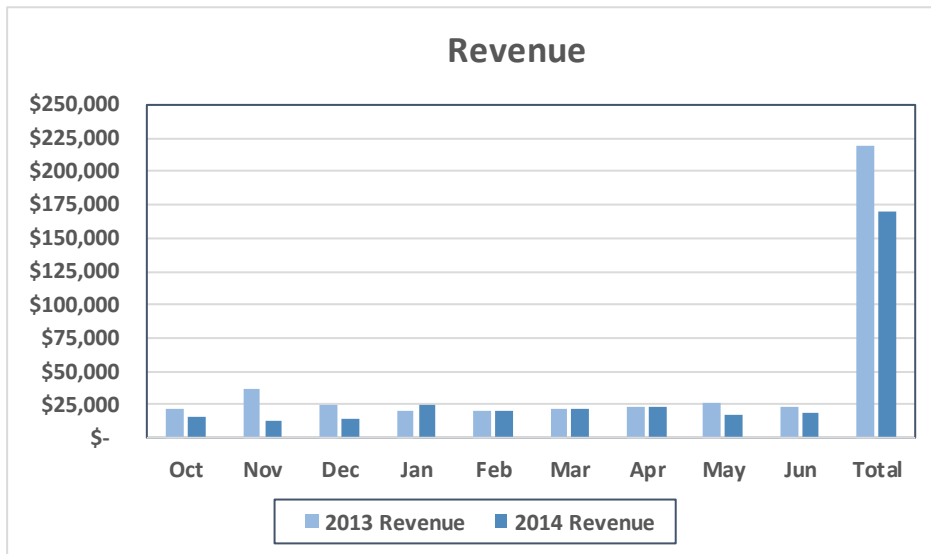
“Good service”

“Sarah was pleasant and efficient and made our time a great experience.”

FY2014- YTD PRIMARY PERFORMANCE MEASURES

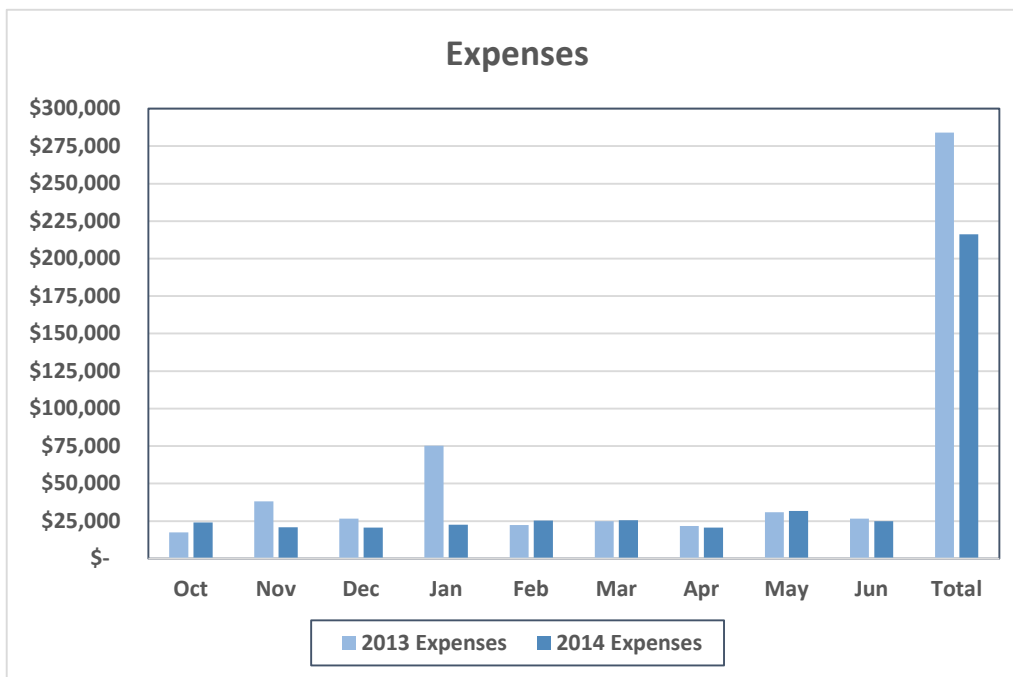


YTD FY 2014 Cost Recovery-78.3 %



YTD FY 2014 Revenue-\$ 169,474

Revenue on track at 77% of annual \$220,000 revenue goal.



YTD FY 2014 Expenses-\$ 216,307

Staff continues to efficiently manage expenses to budget.

YTD FY 2014 Customer Satisfaction 96 %

Q3 client satisfaction is 2% above annual performance goal with survey comments regarding Center Staff positive

YTD FY 2014 Events Generating Revenue to Local Economy- 58 %

With 314 events already handled through Q3, 58% of clients have utilized local Colleyville businesses during their events at the Center. To assist in generating use of local businesses Center staff continues to offer free up-lighting (a \$200 value) to clients who use three local businesses. Center performance continues to remain above performance goal of 57%.