



# City of Colleyville

## Colleyville Center Advisory Committee Agenda

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

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Monday, February 16, 2015  
5:30 p.m.

Colleyville Center  
5301 Riverwalk Drive

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- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**  
November 17, 2014
- 3. REGULAR AGENDA ITEMS**
  - 3a** Colleyville Center Q1 FY 2015 Update
  - 3b** Discussion on rental of other city facilities
- 4. ADJOURNMENT**

I hereby certify this agenda was posted on City Hall bulletin boards Friday, February 13, 2015 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 – FOURTH QUARTER MEETING  
NOVEMBER 17, 2014  
MINUTES

Present: Chair Mark Johnson, Earlene Garvey, Louis, Miller, Fred Mills, Paul Vigiletti, Irma Villalobos and Tom Westerman

Strategic Services Manager Adrienne Lothery, Center Manager Leslie Hill and Center Coordinator Marilyn Gilbert

Absent: Mike Bolton, Michael Cunningham, Darla Dennison, Julie George, Judy Goodwin, Sue Anne Martinez and Tevon Taylor

1. The Meeting was called to order at 5:30 p.m. by Chair Mark Johnson.
2. The minutes were approved as written for Q3 2014.
3. A. Center manager reviewed the Q4 and EOY 2014 results regarding the revenue and summary of operations for the Colleyville Center.  
  
B. Discussion of dates for a joint City Council and Colleyville Center Advisory Committee Worksession for the review of and progress of the Colleyville Center Site Master Plan. Dates that were best for the majority of CCAC members were: Week One—January 7, Week Two—January 13 or 15, Week Three—January 21 or 22, Week Four—January 27 or 28.
4. Dates for CCAC meeting in 2015 are: Mondays—February 16; May 18; August 17, and November 16.
5. Meeting was adjourned at 6:20pm.



# City of Colleyville Colleyville Center Advisory Committee Agenda Briefing

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<b>Agenda Number</b> 3a	<b>Agenda Date</b> 02/16/2015	<b>Number</b>
<b>Type</b> Regular Agenda Items		
<b>Department</b> Colleyville Center		

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**Title**

Colleyville Center Q1 FY 2015 Update

**Explanation**

This item allows the opportunity for the Center Manager to present the Q1 FY 2015 update.

**Attachments**

1. Colleyville Center Q1 FY 2015 Update

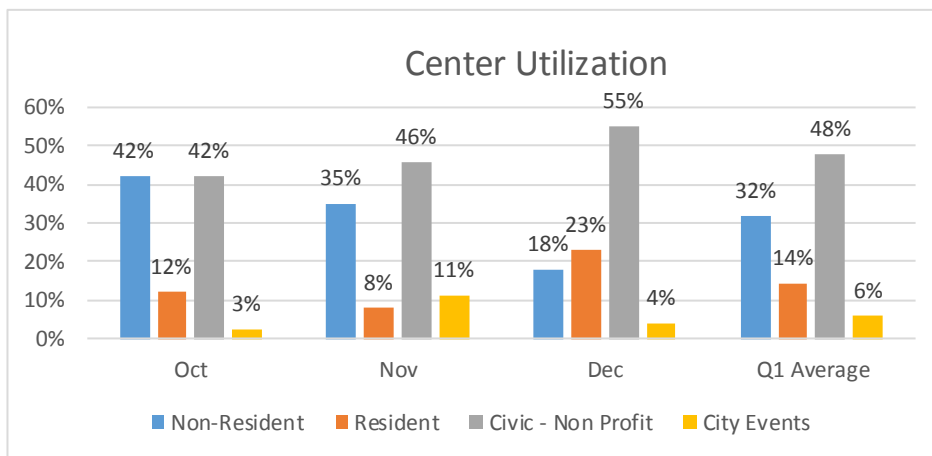
### Colleyville Center Q1 2015 Update

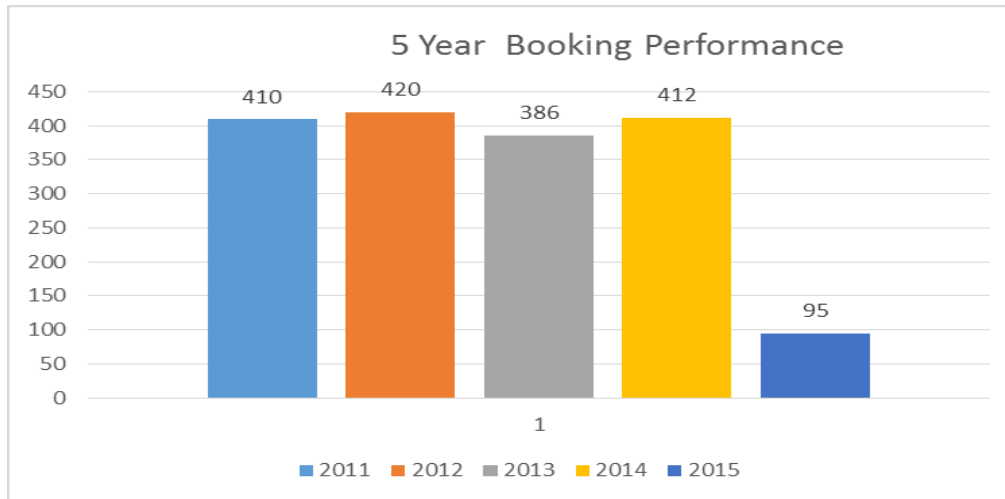
The intent of this quarterly report is to provide both a revenue and event summary of Colleyville Center operations for the period OCTOBER 1, 2014 thru DECEMBER 31, 2014

The criteria evaluated and provided includes:

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

### MEETINGS-BOOKINGS-Q1 FY 2015 TOTAL EVENTS – 95





## Q1 FY 2015-REVENUE & EXPENDITURE

- Revenue- \$48,888
- Expenditure- \$78,389
- Economic Impact- 58%
- Operating Cost Recovery-62% vs 70% annual goal

### Revenue Update

On October 1<sup>st</sup> the collapsed rental fees for standard weekly rentals went into effect. Clients have been extremely satisfied and appreciate the new rates which now include both audio-video and linens services. Revenue as a result is up 45.25% over same period last year.

### Expenditure

With the start of the 2015 fiscal year, staff historically purchases operating supplies in preparation for facility use during the first of the year, following the holiday season and as the HOAs and civic organizations kick off meetings occur. To this end, expenditures are typically higher on supplies for this period. In addition, financial commitments for advertising and bridal show vendor participation are incurred

### Economic Impact

The 58% for this period reflects the Center's focus on recommending local Colleyville Businesses when rental clients are looking for goods and services for their events.

When three local Colleyville businesses are used, the Center continues to provide free up-lighting or a rental hour (\$200 and \$250 value respectively) to clients.

### Operating Cost Recovery

This expenditure to revenue metric is down 20% from the previous quarter but, is indicative of the time of year when revenue is down and operational supply and marketing expenses are up.

## Q1 FACILITY / OPERATIONAL IMPROVEMENTS

- Kitchen Gallery Roof Repairs
- Rear Screen Projection Replacement North Hall
- Ungerboeck Booking Software Installed

## CURRENT MARKETING/ADVERTISING

### Your Event. Your Way. Our Place.

#### Marketing Update

Texas Association of Venue and Facilities (TxAVF)

Richardson Texas Luncheon

Staff attended the January quarterly luncheon in Richardson and learned there is a new trend in facility table top decorating which can produce incremental revenue when provided to business clients.

In March, both the Colleyville Center and Grapevine Convention Center staff will be partnering to host a joint luncheon at the Colleyville Center. Grapevine will pick up the lunch, Colleyville Center will provide both the venue, speaker, and topic for the quarterly TxAVF luncheon meeting.

Segment Advertising remains a primary marketing tactic for the Center. On February 1<sup>st</sup> Staff attended the Fort Worth Bridal Show. The Center tagline "Your Event. Your Way. Our Place." will continue to be used in 2015.

The first ever Colleyville Center Bridal Open House will be held Tuesday February 17<sup>th</sup> from 5-8 p.m. The Center is always promoting the use of local Colleyville Businesses and has secured the following local businesses for participation:

- Liliun Flowers
- Colleyville Florist
- Market Street Floral, Catering, and Bakery
- Opulent Cakes
- C. Maries Sweets
- Bear Creek Wine & Spirits
- Boulevard Eatz
- Piazza Catering
- House Blend Music
- Photos By Walt
- Randy Ro Entertainment
- Orange Theory Fitness
- Brides & Beaux

The following advertisement has been used in the Colleyville Chamber Magazine as well as the City of Colleyville Website.

# COLLEYVILLE *Center*

YOUR DAY, YOUR WAY, OUR PLACE!



Join us on Tuesday, February 17th from 5 to 8pm  
where you can connect  
with Colleyville's finest wedding vendors  
ready to turn your dreams into details  
and  
plans into perfection!

5301 Riverwalk Drive \* Colleyville Texas \* 817-503-1330  
[facebook.com/colleyvillecenter](https://www.facebook.com/colleyvillecenter)  
[ccevents@colleyville.com](mailto:ccevents@colleyville.com)

**November Publication**  
**Spring-Summer 2015 -The Knot Magazine**

This premier bridal magazine with a Texas edition highlights venues in DFW market.

What's standing between you and the wedding of your dreams?



Just a phone call.

**COLLEYVILLE**  
*Center*

Call us today for details!  
817-503-1330

**YOUR DAY \* YOUR WAY \* OUR PLACE**

5301 Riverwalk Drive | Colleyville Texas  
ccevents@colleyville.com



**May Publication**  
**Fall-Winter 2015-The Knot Magazine**

**IT'S ALL ABOUT {YOU}**

*...And we're all about you too!*

Colleyville Center is an exceptional DIY venue for the bride who wants a wedding celebration as unique as she is!

Rather delegate the details? No worries. We can put you in touch with caterers, vendors and experts to assist you in every way.

Call us today to schedule a tour! 817-503-1330

**COLLEYVILLE**  
*Center*

**YOUR DAY • YOUR WAY • OUR PLACE**

5301 Riverwalk Drive, Colleyville Texas 76034  
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## 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 continues to use both 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 marketing information.

## Center Facebook Page & Online Promotion



*Because your wedding celebration  
should be as unique  
as you are.*

**colleyville center**  
your day • your way • our place

5301 riverwalk drive, colleyville texas 76034  
ccevents@colleyvillecenter.com | 817 503 1330

## Ongoing Marketing & Networking Activity

- Colleyville Chamber  
Monthly Chamber Luncheons Hosted by City of Colleyville at Center
- January-2015 Fort Worth Bridal Show Exhibitor
- February - Colleyville Center Open House for Brides and Residents
- March 17<sup>th</sup> -TxAVF luncheon
- Samantha Springs Mineral Water- Colleyville Center and City of Colleyville branding on label
- Colleyville Lions Club Donation- Two 9 foot flagpoles with new American and Texas Flags for the Center and ongoing use of other Civic meetings.

## Q1- 2015 CUSTOMER SATISFACTION SURVEYS

During Q1 FY 2015 Center staff solicited 33 Customer Satisfaction Surveys, representing 26% of the events held during this period. The response rate represents a 3% decrease when compared to last quarter. Despite the drop in survey responses, the overall satisfaction rating of "excellent" was 93.8%.

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. Of the 33 surveys received this period, 100% responded they would plan another event at the Colleyville Center, a testament to Center staff customer service.

### October – December 2014 —SURVEY RESULTS

CATEGORY	EXCELLENT	GOOD	SATIS	FAIR	UNSATIS	N/A
Appearance of Center	31	2				
Clean Facilities	32	1				
Service from Staff	33					
Room Set Up	31	2				
Adequate Parking	32	1				
Kitchen Amenities	24	2				3
Overall Experience	31	2				
Plan to Return to Center	33					

### CUSTOMER VERBATIMS:

Air freshener in the bathroom stinks. It is too strong and smells artificial. Another scent like orange would be vast improvement.

Great service

The staff is top-notch; great attitudes & service.

Becky is awesome, helped with everything...give her a raise!

The overall experience is only satisfactory because of the incredibly slow internet. You have to increase your bandwidth-just bring in another line of what you haave so you can split half the people on one line and half the other people on the other. I would think twice about having a training meeting here because of how slow the internet is. Also Facebook was blocked so we couldn't show how to post listings to their accounts.

Meredith was a huge help. We had a wonderful experience.

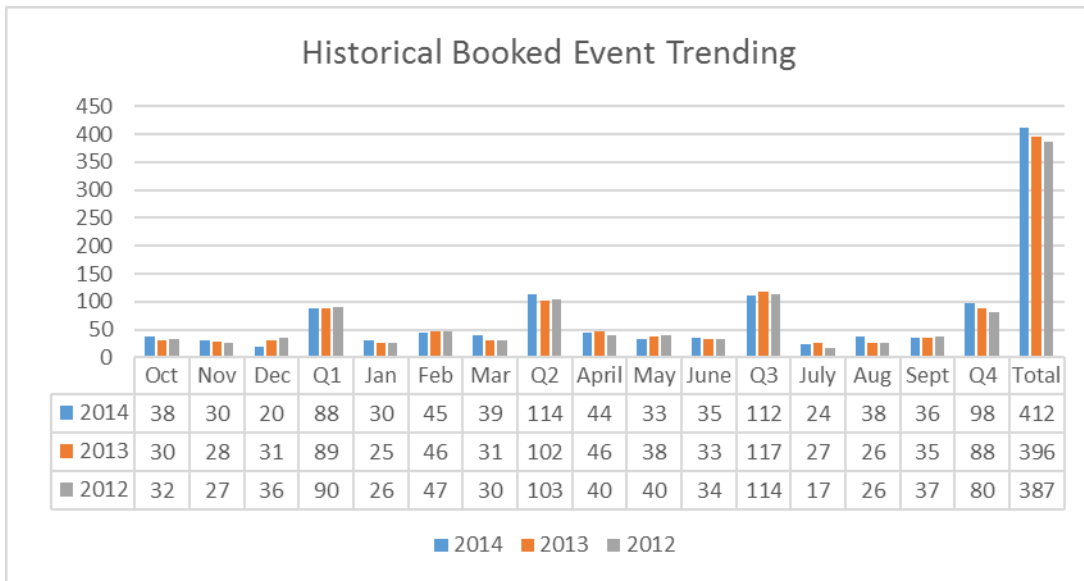
Excellent- Everything was amazing and accommodating.

Awesome—love it.  
Melvin was awesome.

Our thanks to Melvin for all his help with setup. Everything was beautiful.

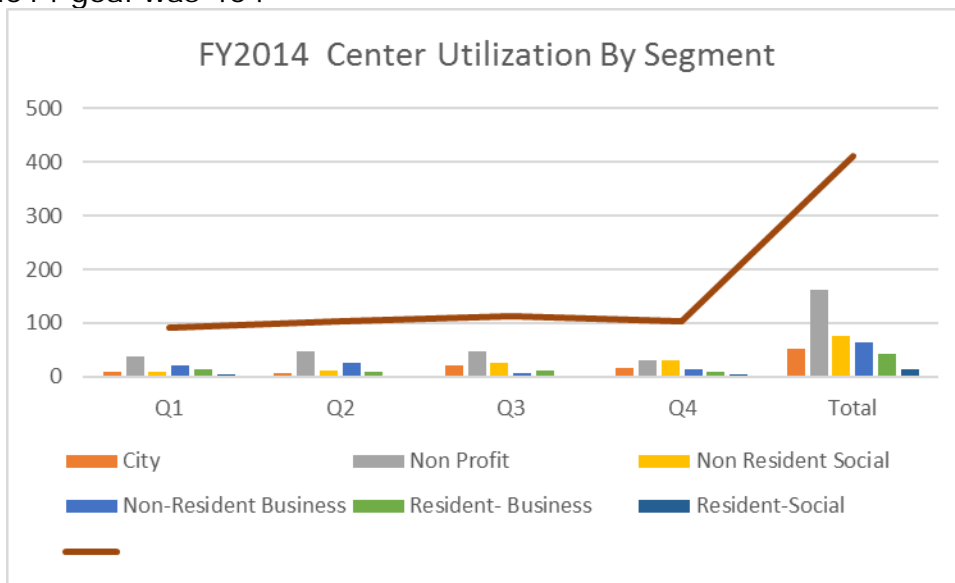
Judy did a great job.

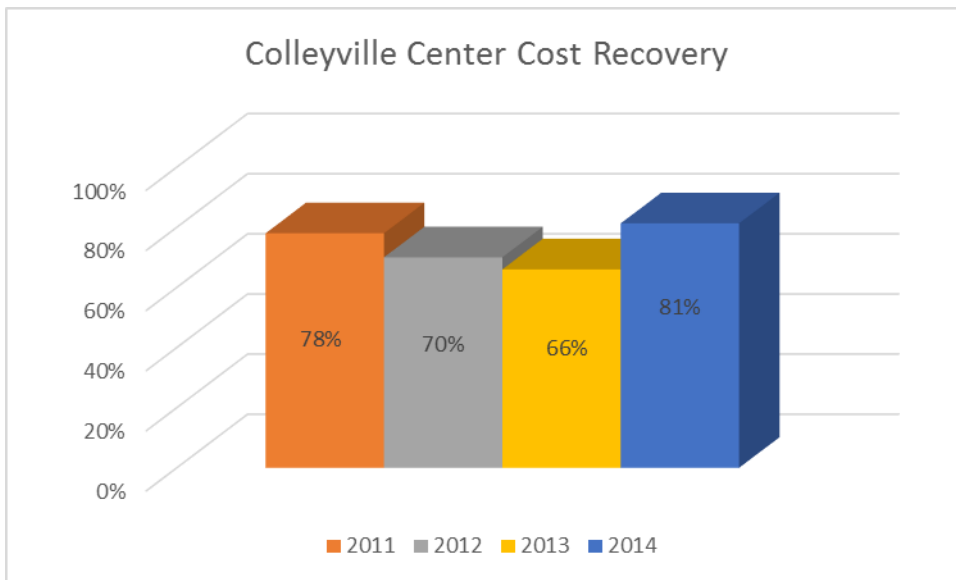
# FY2014- YEAR END PERFORMANCE



## FY 2014 Number of Events Held – 412

2014 goal was 404





**FY 2014 Cost Recovery-81%**

Annual goal of 70% exceeded.

**FY 2014 Revenue-\$ 230,792.96**

100% attainment of \$230,000 revenue goal.

**FY 2014 Expenses-\$ 283,843.08**

Staff efficiently managed expenses to budget 100%

**FY 2014 Customer Satisfaction 96%**

Client satisfaction is 2% above annual performance goal of 94%.

**FY 2014 Events Generating Revenue to Local Economy- 59%**

With 412 events handled in FY2014, 59% of clients utilized local Colleyville businesses for products and services for their events at the Center. Center performance exceeded year end goal by 1%.



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<b>Agenda Number</b> 3b	<b>Agenda Date</b> 02/16/2015	<b>Number</b>
<b>Type</b> Regular Agenda Items		
<b>Department</b> Colleyville Center		

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**Title**

Discussion on rental of other city facilities

**Explanation**

This item allows the opportunity to discuss rental of other city facilities and the effect on Colleyville Center staffing and revenue.