



City of Colleyville

Colleyville Center Advisory Committee Agenda

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

Monday, August 17, 2015
5:30 p.m.

Colleyville Center
5301 Riverwalk Drive

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
May 18, 2015
- 3. REGULAR AGENDA ITEMS**
 - 3a** Colleyville Center Q3 FY2015 Update
 - 3b** Discussion of venue market analysis
- 4. ADJOURNMENT**

I hereby certify this agenda was posted on City Hall bulletin boards Friday, August 14, 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 2015 – SECOND QUARTER MEETING
May 18, 2015
MINUTES

Present: Vice Chair Louis Miller, Lisa Branscum, Darla Dennison, Earlene Garvey, Julie George, Judy Goodwin, Amy Redfearn, Paul Vigiletti, and Tom Westerman

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

Absent: Mike Bolton, Chair Mark Johnson, Sue Anne Martinez, Fred Mills and Tevon Taylor

1. The Meeting was called to order at 5:30 p.m. by Vice-Chair Louis Miller.
2. The minutes for Q1 2015 were approved as written.
3. Colleyville Center Q2 FY 2015 update was presented by manager Leslie Hill.
4. Committee members introduced themselves to each other as this was the first meeting attended by some of the new advisory committee members.
5. The meeting was adjourned at 6:50 p.m. Next scheduled Advisory Committee meeting will be Monday August 17.



City of Colleyville Colleyville Center Advisory Committee Agenda Briefing

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

Agenda Number 3a	Agenda Date 08/17/2015	Number
Type Regular Agenda Items		
Department Colleyville Center		

Title

Colleyville Center Q3 FY2015 Update

Explanation

This item allows the opportunity for Center Manager Leslie Hill to present the Q3 update for fiscal year 2015.

Attachments

1. Colleyville Center Q3FY2015 Update

Colleyville Center

Center Advisory Committee Meeting
Monday, August 17, 2015

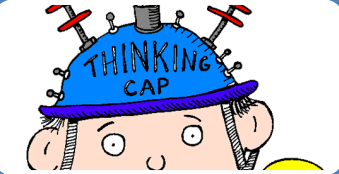
AGENDA



PERFORMANCE



MARKETING / OPERATIONS



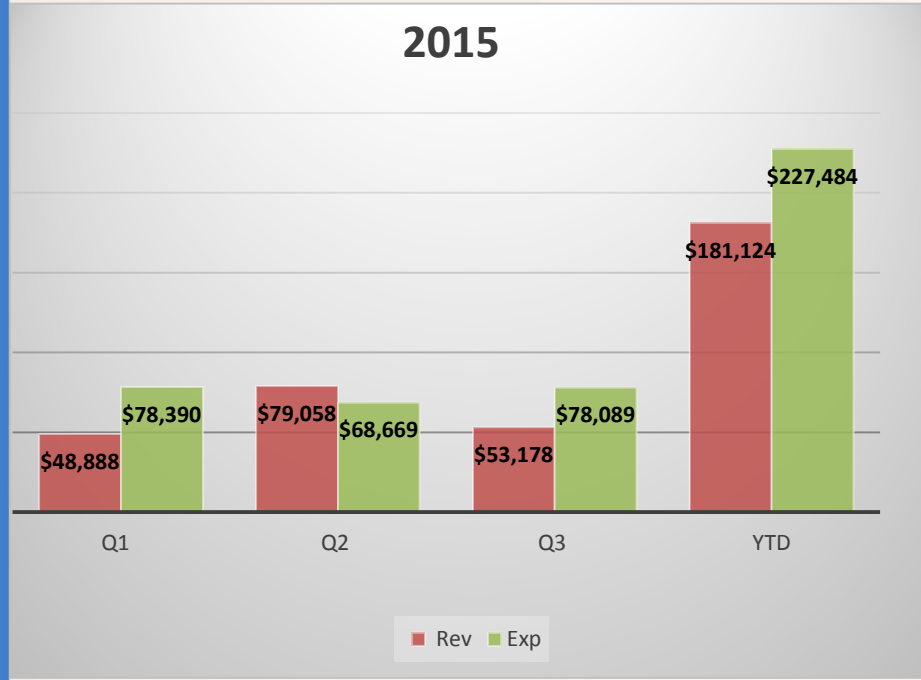
COMPETITIVE ANALYSIS PROJECT

PERFORMANCE MANAGEMENT

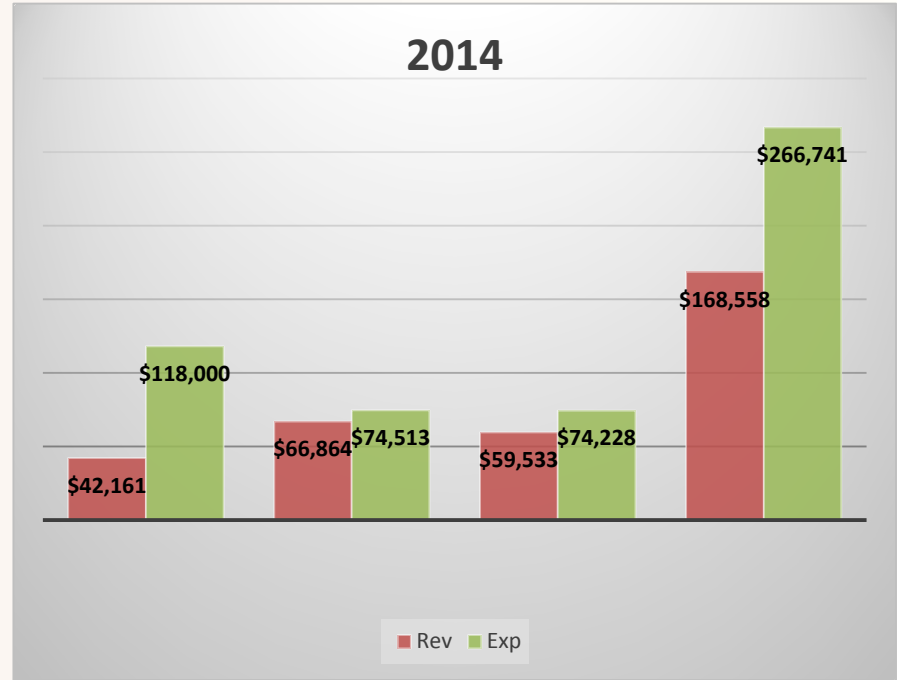
COLLEYVILLE CENTER	FY 2015 TARGET	FY 2015 YTD
Percent of events generating economic impact for local business	59%	59%
Colleyville Residents	13%	13%
Percent Non-Residents	25%	24%
Percent Non-Profit	54%	55%
Percent City Generated	8%	8%
Percentage of cost recovery	≥ 70%	80%
Percentage of customer satisfaction ratings of “excellent”	≥ 94%	95.8%
Revenue generated from bookings	≥ \$256K	\$181K
Number of events held	≥ 420	298

REVENUE & EXPENSES

2015



2014



Marketing

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

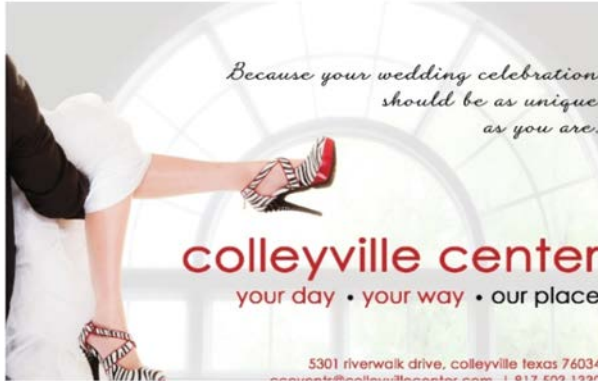
5301 Riverwalk Drive, Colleyville Texas 76034



*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
cvent@colleyvillecenter.com • 817.503.1330



YOUR EVENT

SHOULD BE AWESOME!

Just like your Seminars, trade shows, ceremonies, banquets, or an intimate gathering of just a few – Colleyville Center offers a variety of flexible meeting spaces to accommodate any event you have in mind!

YOUR WAY

IS THE ONLY WAY!

Casual or formal, big or small, buffet or brown bag -- or nothing at all. Design your own meeting or let us put you in touch with experts to see to every detail.

OUR PLACE

IS YOUR PLACE... ONLY BETTER!

Ideally located in the heart of the metroplex and just minutes from DFW! We offer advanced meeting technology, a performance stage, caterer's kitchen and outdoor patio nooks -- all nestled in 8 acres of landscaped green space. Our neutral palette and elegant finishes will be a dazzling setting for your next meeting!

COLLEYVILLE
Center

5301 Riverwalk Drive, Colleyville, Texas
817.503.1330
cvent@colleyville.com

COLLEYVILLE
Center



Online Marketing - Social Media

- **Facebook-577 likes**
 - 15% increase YTD
 - 5 contracts executed
 - 3 Client Reviews 5/5 Rating
- **Wedding Wire / Martha Stewart**
 - 3 contracts executed



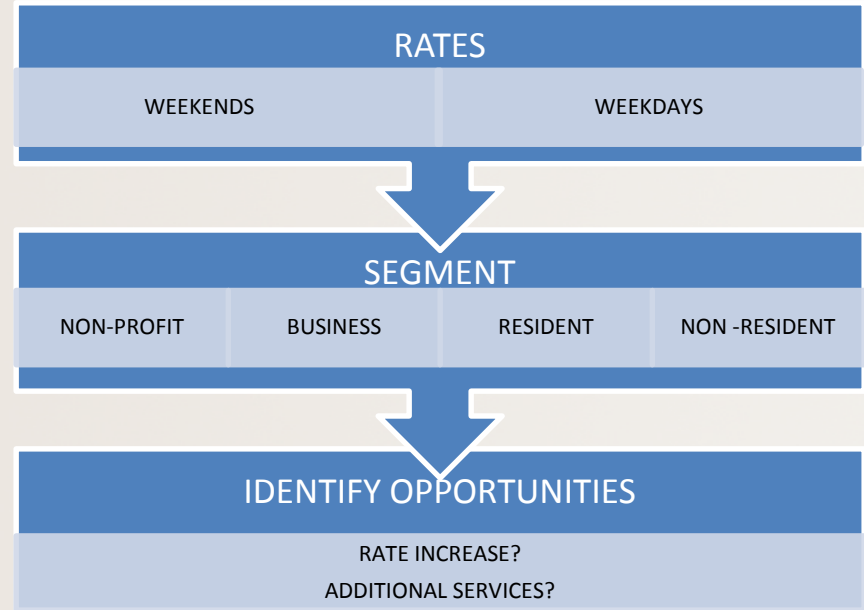
OPERATION UPDATE

- Click share technology installed
- Center hosted 2 successful City events
 - Red White & Sousa
 - Old Tyme Barbecue



COMPETITIVE VENUE ANALYSIS

- Have identified 90 Venues in DFW Market
- 50/55% of Venues to be called
- 15 key questions
- Focus on Rates & Services
- Where are the opportunities?
- How do we differentiate



NEXT STEPS

- November 16- Staff to present findings to Advisory Committee with focus on non-profit rates
- February- Advisory Committee discussion regarding non-profit rates and other Center opportunities
- May- Advisory Committee recommendations finalized
- July-Non-profit rate recommendations presented to City Council
- September- City Council 1st reading /2nd reading for approval
- Rates effective upon Council adoption

APPENDIX

COLLEYVILLE CENTER PHILOSOPHY

COLLEYVILLE CENTER FACTS

Colleyville Center Philosophy

- Provide a high quality, unique facility for citizen and civic organization socialization and engagement
- Provide Colleyville citizens and civic organizations deeply discounted rental rates
- Establish premium rental rates for non-residents and business community that are consistently competitive in local market
- Invest and maintain Center facility as it is an integral asset to the Colleyville citizens and our community
- Cost recovery annual performance goal 70%

COLLEYVILLE CENTER FACTS

Year opened:	1998
Year renovated:	2010
Site Owner:	City of Colleyville
Facility Purpose:	Rental
Total Site Area:	8.8 Acres
Total Outdoor Area for Events:	5.8 Acres
Total On-Site Parking:	207 spaces
Total Public Facilities on Site:	2 Justice and Colleyville Center
Total Usable Center Rental Area :	8,475 sq. ft.



City of Colleyville Colleyville Center Advisory Committee Agenda Briefing

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

Agenda Number 3b	Agenda Date 08/17/2015	Number
Type Regular Agenda Items		
Department Colleyville Center		

Title

Discussion of venue market analysis

Explanation

This item allows the opportunity for discussion of conducting a venue market analysis.