

Meridian Centre

2020 Draft Budget



Agenda

- 2019 Event Highlights
- 2020 Proposed Budget Highlights
- Future Challenges and Opportunities



2019 Event Highlight

- 72 Total Ticketed Events
 - 40 Ice Dogs Games
 - 11 Concerts & Entertainment
 - 10 River Lions Games
 - 11 Other Events
 - 915 hours of Ice Rentals
 - 34% Minor Hockey, 65% Adult Leagues, 1% other
 - 19 Public Skates
 - 13 Community Events
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2019 Event Highlights

- Cheer Winterfest – January 2019



- Bryan Adams – February 2019



2019 Event Highlights

- Paul Brandt – February 2019



- Blue Man Group – March 2019



2019 Event Highlights

- Marianas Trench – March 2019



- Harlem Globetrotters – April 2019



2019 Event Highlights

- Hats and Horses – May 2019



- WINspirational Women – May 2019



2019 Event Highlights

- FCA Chrysler Event – June 2019



- Toronto Raptors Viewing Party – June 2019



2019 Event Highlights

- Madam CJ Walker Filming – August 2019



- Dean Brody & Dallas Smith – October 2019

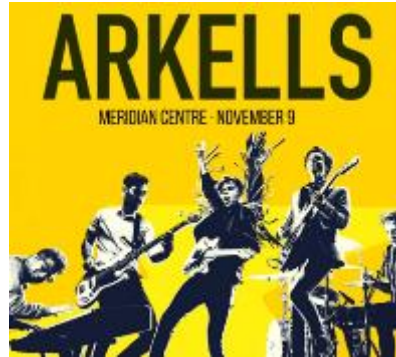


2019 Event Highlights

- Upcoming



November 8, 2019



November 9, 2019



November 15, 2019



November 27, 2019



December 3-4, 2019



March 26, 2020



April 8, 2020

To be announced:

April 24-26, 2020

- Niagara Lifestyle Home Show

May 22-24, 2020

- Niagara Hot Tub Expo

2019 Community Events

Event	Month	Attendees
St. Catharines Firefighters Training	Ongoing	100
CAA Community Skate	February	325
DSBN Music Monday	May	500
Toronto Raptors Viewing Party	June	1,600
Public Skating	Ongoing	2,078
St. Catharines Sports Hall of Fame Induction Ceremony	November	200
Santa Clause Parade	November	800
NYE Skate (City of St. Catharines)	December	700

2019 Total Community Events: 13



2019 Event Highlights

	Number of Events						
	Actuals						
	2014	2015	2016	2017	2018	2019 ¹	Total
Assemblies	0	1	0	1	1	0	3
Banquets	3	1	0	2	0	0	6
Concerts	6	2	5	4	6	7	30
Conventions	0	0	0	3	0	1	4
Entertainment	0	6	2	1	5	2	16
Family Shows	0	1	2	1	12	2	18
Meetings	3	1	3	0	0	0	7
Sporting ²	0	8	29	29	15	1	82
Trade Shows	0	0	0	0	1	1	2
Other	16	14	10	13	5	8	66
Niagara Ice Dogs	16	47	34	36	40	40	213
Niagara River Lions	0	1	20	23	17	10	71
Total	44	82	105	113	102	72	518

1 - actual and confirmed events to December 2019; 2 - includes 2016 U18 Hockey, 2017 Scotties & 2018 FIBA

2019 Event Highlights

	Attendance						
	Actuals						
	2014	2015	2016	2017	2018	2019 ¹	Total
Assemblies	0	2,250	0	816	723	0	3,789
Banquets	126	42	0	754	0	0	922
Concerts	11,892	9,001	10,885	12,210	18,717	25,427	88,132
Conventions	0	0	0	13,500	0	1,189	14,689
Entertainment	0	12,376	8,952	1,649	12,805	8,627	44,409
Family Shows	0	1,757	7,188	2,835	25,748	3,203	40,731
Meetings	70	80	110	0	0	0	260
Sporting ²	0	9,691	41,020	59,100	22,065	7,719	139,595
Trade Shows	0	0	0	0	250	0	250
Other	18,858	20,157	21,264	9,191	19,841	19,190	108,501
Niagara Ice Dogs	51,392	152,503	156,053	131,637	145,705	167,449	804,739
Niagara River Lions	0	2,288	27,306	33,654	31,144	18,483	112,875
Total	82,338	210,145	272,778	265,346	276,998	251,287	1,358,892

1 - actual and confirmed events to December 2019; 2 - includes 2016 U18 Hockey, 2017 Scotties & 2018 FIBA;

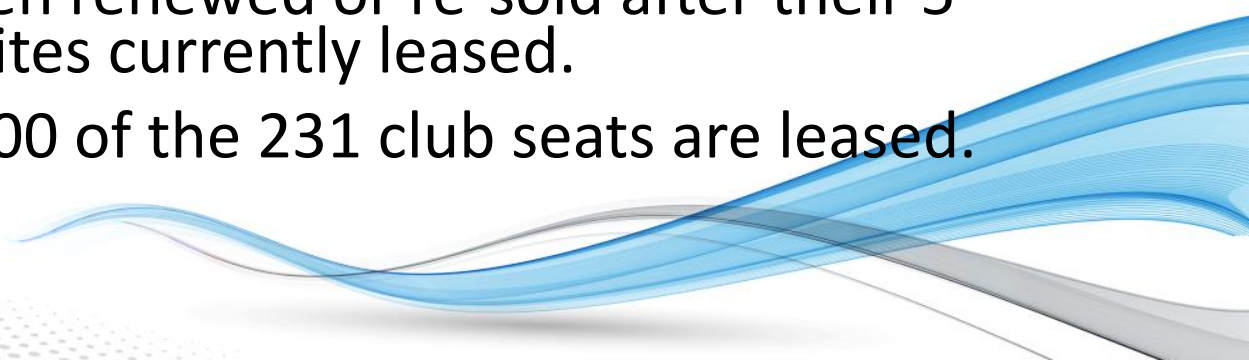
Budget Highlights

	Budget 2020	Rolling Forecast 2019	Budget 2019	Actual 2018	Actual 2017
Event Income					
Total Direct Event Income	\$289,372	\$240,221	\$270,783	\$383,065	\$243,632
Total Ancillary Income	\$838,969	\$850,330	\$836,140	\$914,685	\$888,350
Total Other Event Income	\$446,024	\$510,195	\$441,827	\$483,134	\$374,220
Total Event Income	\$1,574,365	\$1,600,746	\$1,548,750	\$1,780,884	\$1,506,202
Total Other Operating Income	\$415,917	\$446,726	\$428,397	\$432,408	\$384,398
Adjusted Gross Income	\$1,990,282	\$2,047,472	\$1,977,146	\$2,213,292	\$1,890,600
Operating Expenses					
Other Operating Expenses incl Wages	\$1,899,628	\$1,871,585	\$1,830,049	\$1,745,352	\$1,766,937
Utilities	\$565,200	\$576,691	\$627,080	\$552,364	\$542,662
SMG Management Fees	\$190,984	\$187,053	\$187,051	\$183,205	\$180,497
Total Operating Expenses	\$2,655,812	\$2,635,329	\$2,644,180	\$2,480,921	\$2,490,096
Net Income (Loss) From Operations	-\$665,530	-\$587,857	-\$667,034	-\$267,629	-\$599,496
Other Income (Expenses)	\$0	\$0	\$0	-\$171,605	-\$148,479
Net Income After Other Income (Expenses)	-\$665,530	-\$587,857	-\$667,034	-\$439,234	-\$747,975

Rolling Forecast 2019 as of August 31, 201

Budget Highlights

Income

- A decline in total number of events due to lack of 'Block Buster Event' such as FIBA or Scotties
 - 2020 is an aggressive budget with concerts and family events revenues
 - Income from IceDogs (Hockey tenant) is tied closing to their season standings (win-loss record).
 - Riverlions (Basketball tenant) season has reduced from 20 home games to 10 impacting revenues
 - 8 Suites have been renewed or re-sold after their 5-year term. All Suites currently leased.
 - Approximately 100 of the 231 club seats are leased.
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Budget Highlights

Expenses

- In-line with 2019 Budget
- Reduction in Utilities through efficiencies and installation of LED Rink lights (capital project)
- Budget includes three (3) operating capital items
 - Replacement Metal Bar Stools for Suites - \$15,000
 - Velour Blackout Rink Board Wrap - \$8,500
 - Entrance Mats - \$6,000



Future Challenges

- Building Operations
 - Security & Guest Safety – walk through metal detectors have been installed and are in use for concerts and events starting November 2019
 - Repairs and Maintenance costs continue to rise with age and usage of building
 - Kitchen & concession equipment
 - Asset Management Plan has been presented to City Staff
 - Funding of the Capital Reserve – Fund was used to purchase metal detectors.



Future Challenges

- Revenue Generation / Industry
 - No dedicated sports tourism commission
 - New build 5,000 seat theatre in Niagara Falls - opening 1st Quarter - 2020
 - Heavy competition from Hamilton with Live Nation Deal
 - Increased competition for Canadian small tour market
 - Funding the Event Fund
 - Food and Beverage margins continue to shrinking



Future Opportunities

- As part of the 2019 budget request, Council approved the use of up to \$50,000 from the Event Fund Reserve to assist in attracting additional concerts and live events to the Meridian Centre. Though the funds have not been used to date, the ability to offer this support has opened conversation for future shows with new promoters.
- ASM Global (formally SMG) continue to seek additional revenue streams through venue sponsorships, advertising opportunities and hosting non-traditional arena venue event (tradeshows, conferences, banquets, etc)

Thank You
Questions?

