

RESOLUTION 2014 - 18

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, AMENDING THE FISCAL YEAR 2014 COUNTY CULTURAL CENTER FUND BUDGET TO RECEIVE UNANTICIPATED REVENUE AND AUTHORIZE ITS EXPENDITURE BY THE ST. JOHNS COUNTY CULTURAL EVENTS DIVISION.**

**WHEREAS**, St. Johns County has a Cultural Events Division which operates through a Special Revenue Fund budget funded primarily by the collection of fees; and

**WHEREAS**, the County will receive additional revenues from sponsorship contributions, seat subscription sales, venue rentals, and concession sales; and

**WHEREAS**, St. Johns County, Florida, when preparing its budget for Fiscal Year 2014, did not anticipate receiving this additional revenue; and

**WHEREAS**, the revenue of \$181,500 is intended to be used for construction of a Choice Membership Outdoor Deck and Patio at the St. Augustine Amphitheatre.

**NOW THEREFORE, BE IT RESOLVED** by the Board of County Commissioners of St. Johns County, Florida, that:

1. The above recitals are hereby adopted as legislative findings of fact and incorporated herein.
2. The County Cultural Center Fund revenue and expenditure budgets shall be adjusted to account for unanticipated funds from sponsorship contributions, seat subscription sales, concession sales, and rentals in the amount of \$181,500 for Fiscal Year 2014.

**PASSED AND ADOPTED** by the Board of County Commissioners of St. Johns County, Florida, this 21<sup>st</sup> day of January, 2014.

**BOARD OF COUNTY COMMISSIONERS  
OF ST. JOHNS COUNTY, FLORIDA**

By: \_\_\_\_\_

*[Signature]*  
Chair

**ATTEST:** Cheryl Strickland, Clerk

By: \_\_\_\_\_

*[Signature]*  
Deputy Clerk

RENDITION DATE 1/23/14



## Amphitheatre Choice Membership / Outdoor Deck & Patio

### Revenues - Year One\*

Source	Available	Per	Total
Sponsorships - Tier 1	1	25,000	\$ 25,000
Sponsorships - Tier 2	1	5,000	5,000
Choice Memberships - New	66	1,000	66,000
Choice Memberships - Renew	24	750	18,000
Concession/Dining/Upsales	1250	30	37,500
CID/VIP/Fan Club	15	1,000	15,000
Rentals / Group Sales	10	1,500	15,000
<b>Total</b>			<b>181,500</b>

\* Based on 6 months of operation post- construction

### Expense - Year One

Expense Type	Total
Construction	\$ 172,182
Marketing Expenses	
Marketing/Promotion	5,000
Sponsorship Development	2,000
Sponsorship Signage	3,000
Infrastructure Expense	
Food and Beverage	25,000
Tables and Chairs	5,000
Parking Signs/Permits	12,000
Dinnerware/Linens	1,000
Misc. Hardware/Décor	5,000
<b>Total</b>	<b>\$ 230,182</b>

### Revenues - Year Two

Source	Available	Per	Total
Sponsorships - Tier 1	0	25,000	-
Sponsorships - Tier 2	0	5,000	-
Choice Memberships - New	132	1,000	132,000
Choice Memberships - Renew	48	750	36,000
Concession/Dining/Upsales	2500	30	75,000
CID/VIP/Fan Club	30	1,000	30,000
Rentals / Group Sales	30	1,500	45,000
<b>Total</b>			<b>318,000</b>

### Expense - Year Two

Expense Type	Total
Deck Maintenance	\$ 5,000
Marketing Expenses	
Marketing/Promotion	5,000
Sponsorship Development	2,000
Sponsorship Signage	3,000
Infrastructure Expense	
Food and Beverage	50,000
Tables and Chairs	1,000
Parking Signs/Permits	1,000
Dinnerware/Linens	1,000
Misc. Hardware/Décor	2,000
<b>Total</b>	<b>\$ 70,000</b>

### Revenues - Year Three

Source	Available	Per	Total
Sponsorships - Tier 1	0	25,000	-
Sponsorships - Tier 2	0	5,000	-
Choice Memberships - New	132	1,000	132,000
Choice Memberships - Renew	48	750	36,000
Concession/Dining/Upsales	2500	30	75,000
CID/VIP/Fan Club	35	1,000	35,000
Rentals / Group Sales	35	1,500	52,500
<b>Total</b>			<b>330,500</b>

### Expense - Year Three

Expense Type	Total
Deck Maintenance	\$ 5,000
Marketing Expenses	
Marketing/Promotion	5,000
Sponsorship Development	2,000
Sponsorship Signage	3,000
Infrastructure Expense	
Food and Beverage	50,000
Tables and Chairs	1,000
Parking Signs/Permits	1,000
Dinnerware/Linens	1,000
Misc. Hardware/Décor	2,000
<b>Total</b>	<b>\$ 70,000</b>

	Revenue	Expense	Profit
Year 1	181,500	230,182	(48,682)
Year 2	318,000	70,000	248,000
Year 3	330,500	70,000	260,500