



## 2022 BUDGET PROJECTIONS

The La Crosse Center envisions needing an additional five (5) new positions to be filled in January 2022. These positions will take the venue to a total of nineteen (19) fulltime people when we are fully operational with the new expansion. In late 2021, the venue will have added more than 40,000 square feet to our footprint, taking the square footage to 160,000 square feet of meeting, convention, banquet, and entertainment space.

The venue will monitor the events in 2021 to determine if we can justify adding in the new positions in 2022. If the revenue streams are not where we need them to be, the venue management team will then determine which positions will be added in first, based upon the needs of the facility. This determination will be made during the budget cycle for 2022, which takes place in the summer of 2021. We fully understand that some or all of the positions may need to be phased in over the course of the year. The management team understands that City leadership is expecting us to be at a breakeven financial position, or to show a profit each year which we successfully showed in the years 2001 through 2019. If we feel we cannot justify the new positions, they will be delayed possibly into 2023.

We also expect a variety of our line item expenses to increase to include salaries/benefits, contract services, insurances, utilities, repairs/maintenance, and supplies. In total, the venue expects to see approximately \$572,000 additional expenses, as compared to pre-COVID 2019 numbers, in 2022 as shown below:

2022 Projected New Expenses	Cost
Add'l Salaries/Benefits	367,000
Add'l Contract Services	30,000
Add'l Insurance	10,000
Add'l Energy	85,000
Add'l Repairs/Mtce	35,000
Add'l Supplies	45,000
	<b>\$ 572,000</b>

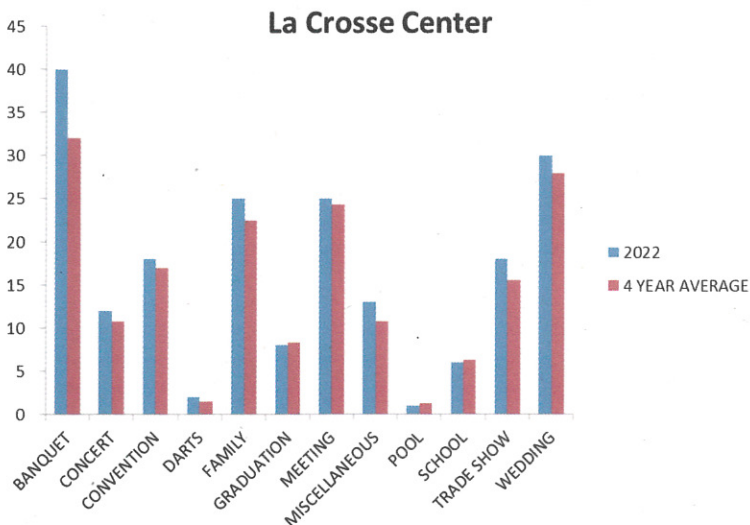
To determine if we can afford these additional expenses, we utilized the four-year average of our events from 2016-2019, and used the revenue each of the events generated. On average, we hosted 178 events and our average annual revenue was \$2,683,525. Broken down further, each event then averaged \$15,076. We further averaged a year-end profit of \$316,236 from 2016-2019. We next considered how many additional events we would need to host to cover the projected increase in expenses of \$572,000 and determined we would need to host 20 more events in 2022, than what was averaged in the four years prior to COVID of 2016-2019. The chart and graph below shows the breakdown of each type of event, and the total percentage of revenue each event generated:

## LA CROSSE CENTER

2022 PROJECTIONS - BASED OFF OF 2016-2019 EVENTS

EVENT TYPE	2022 PROJECTION	4 YEAR AVERAGE	
	2022	4 YEAR AVERAGE	% OF REVENUE
BANQUET	40	32	10.64%
CONCERT	12	11	16.25%
CONVENTION	18	17	15.92%
DARTS	2	2	7.14%
FAMILY	25	23	18.14%
GRADUATION	8	8	3.21%
MEETING	25	24	5.91%
MISCELLANEOUS	13	11	1.06%
POOL	1	1	2.57%
SCHOOL	6	6	0.86%
TRADE SHOW	18	16	11.60%
WEDDING	30	28	6.69%
<b>TOTALS</b>	<b>198</b>	<b>178</b>	<b>100.00%</b>

Total Revenue	\$ 2,985,044	\$ 2,683,525
Average 4 Year Profit		\$ 316,236
Add'l Revenue Needed	255,765	\$ 15,076
		Avg/Event



In summary, the La Crosse Center will monitor revenue and expenses between now and 2022 to determine what positions will be requested to be filled. If we are unable to justify the positions, we will not fill them.