

Fund VI Financial Report
 May 21, 2014

Titan Store
 Fund 611100

	2008	2009	2010	2011	2012	2013	2014 Proj.
Revenue	6,011,224	7,353,109	9,153,965	9,385,406	8,981,841	8,048,752	7,203,633
Personnel	1,023,507	976,024	1,086,479	1,186,770	1,337,307	1,430,214	1,394,459
Materials & Services	4,674,860	5,713,484	7,193,724	7,043,438	7,046,285	6,145,850	5,474,761
Income from Operations	312,857	663,601	873,762	1,155,198	598,249	472,688	334,413
Transfers In	141,427	277,795	-	10,000	-	-	-
Capital Outlay	10,350	5,208	14,150	76,594	10,424	176,407	-
General Fund Contribution	202,611	368,572	21,105	854,247	1,498,511	737,322	709,699
Net Income	241,323	567,615	838,507	234,358	(910,685)	(441,041)	(375,286)
Beginning Fund Balance	2,430,307	2,671,630	3,239,245	4,077,752	4,312,110	1,940,621	1,499,580
Restriction for Bond Use*	-	-	-	-	1,460,804	-	-
Ending Fund Balance	2,671,630	3,239,245	4,077,752	4,312,110	1,940,621	1,499,580	1,124,295

* 2012 Board decision

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Conference and Culinary

Foodservices
 Fund 611200

	2008	2009	2010	2011	2012	2013	2014 Proj.
Revenue	1,595,881	1,898,737	2,208,535	2,683,571	2,532,112	2,328,560	2,037,490
Personnel	571,094	584,384	714,994	840,097	936,693	1,010,639	1,066,224
Materials & Services	896,580	1,024,032	1,270,937	1,459,714	1,494,461	1,410,155	1,159,332
Income from Operations	128,207	290,321	222,604	383,760	100,958	(92,234)	(188,066)
Transfers In	-	1,500	28,198	-	-	-	-
Capital Outlay	-	-	-	22,072	-	-	2,800
General Fund Contribution	68,141	66,502	70,566	77,892	71,433	134,195	83,792
Net Income	60,066	225,319	172,059	283,796	29,525	(226,429)	(274,658)
Beginning Fund Balance	(98,399)	(38,333)	186,986	367,223	651,019	680,544	454,115
Ending Fund Balance	(38,333)	186,986	367,223	651,019	680,544	454,115	179,457

Center for Meeting and Learning

Fund 611400

See also Strategies for Increased Revenue on following pages

	2008	2009	2010	2011	2012	2013	2014 Proj.*
Revenue	902,863	912,804	800,241	761,332	910,509	962,328	796,463
Personnel	625,780	625,548	635,156	608,890	649,062	709,173	723,356
Materials & Services	254,964	212,675	167,697	204,139	204,762	223,099	184,634
Income from Operations	22,119	74,581	(2,612)	(51,697)	56,685	30,056	(111,528)
Transfers In	-	-	10,052	-	-	-	-
Net Working Capital	-	195	-	84,674	(84,674)	-	-
Capital Outlay	7,985	-	8,337	35,750	4,449	17,000	5,000
General Fund Contribution	57,804	71,023	76,550	80,580	77,416	90,721	92,332
Net Income	(43,670)	3,753	(77,447)	(83,353)	(109,854)	(77,665)	(208,860)
Beginning Fund Balance	202,039	158,369	162,122	84,675	1,322	(108,532)	(186,197)
Ending Fund Balance	158,369	162,122	84,675	1,322	(108,532)	(186,197)	(395,057)

* 2014 was start up year for Downtown CENTER

Conference and Culinary Combined

Income from Operations	150,326	364,902	219,992	332,063	157,643	(62,178)	(299,594)
Net Income	16,396	229,072	94,612	200,443	(80,329)	(304,094)	(483,518)
Beginning Fund Balance	103,640	120,036	349,108	451,898	652,341	572,012	267,918
Ending Fund Balance	120,036	349,108	451,898	652,341	572,012	267,918	(215,600)

Center for Meeting and Learning Strategies for Increased Revenue

Overview – S.W.O.T

Strengths

- Professional, seasoned staff providing an optimal guest experience
- Student mentoring, involvement and support of CAHM program
- Industry-best sustainable event practices and policies
- Great food, locally sourced, seasonal and supplemented by Lane's Learning Garden
- New location, downtown – opens new markets & increases revenue capacity
- Central location (main campus) in the state of OR, directly off I-5 (target market: state-wide events)

Weaknesses

- No hotel on or adjacent to the Lane Campus- takes the CENTER out of consideration for most multi-day conferences and events
- Capacity is too small for any event over 375. The CENTER is losing clients after their events are so successful that they out-grow us (examples: SEIU, Hosea Youth Services, Catholic Community Services, Harvest Dinner capacity)
- Lobby is too small
- Budget restraints reduce the number and scope of internal events. Some no longer exist or are housed elsewhere (examples: SOAR, Classical Cuisine dinners, events such as the Peace Conference now housed in the Longhouse)
- Some local community members view the Main Campus as "far" away

Opportunities

- Students
- Develop Off-premise target markets
- Increase CENTER Downtown utilization through identifying and reaching target markets that are unique to downtown
- Bring Center Downtown out of start-up and stabilize presence and services available at that location.
- Increase co-sponsored events through Lane affiliations.
- Social Media development
- CENTER fundraisers, educational events and increased opportunities for relevant student co-op experiences

Threats

- Possible new competitive venues in the area
- Remain competitive with pricing while providing access to diverse community groups and supporting internal event discounts
- Increased general fund contribution and decreased internal revenue
- Scheduling challenges for events with expanded room requirements
- Lost revenues from canceled events due to campus closures (i.e. weather)

Center for Meeting and Learning Strategies for Increased Revenue

Goals/Paths

Cost Controls

- Food cost 28-32%. **Currently 32.33%**. New menus this summer. Increased use of CA student product/fabrication and Learning Garden produce.
- Labor (hourly) = 11-13%. **Currently 15%**. Stabilize hourly workforce. Develop two lead servers. Develop Interim Banquet Coordinator, increase set-up productivity and accuracy. Rotate Coordinator responsibilities downtown with all CML administrative staff.
- M&S 2%. **At goal** – continue to scrutinize all purchases and consider on-campus alternatives or repurposed or reusable options, or a technology based solutions.

Downtown Center

- Increase occupancy from 2% to 15% through year two of start-up
- Pursue group long-term contracts such as BNI
- Hold Business Connections luncheons Downtown (8) times per year
- Schedule a coordinator downtown for one complete day each week to focus on marketing the CENTER Downtown – rotating schedule to start 5/8/14
- Collaborate with SBDC for referrals

Off-premise

- Catering Logo similar to the CENTER Main Campus and the CENTER Downtown logos to read CENTER Catering.
- Become a member of “Engage” – a Eugene wedding professionals networking and referral group.
- Participate in Brides on Broadway
- Partner with Non-profit groups sharing our core values to provide catering for high-profile events.

Main Campus

- Increase Internal Catering and Event sales – review college policies and develop win-win strategies
- Raise \$100,00 to replace CENTER a/v – Unit Plan? Loan? Fundraising
- August 20, 2014, 1st Annual fundraising event – Al Fresco! – to be held in Learning Garden, Title Sponsor – Ninkasi, additional Community partners and sponsors. CAHM relevant student Co-op opportunities. Projected revenue after expenses = \$35,000
- Re-structure Bar Service and raise prices, maximize use of square for controls and reporting capability.
- Increase foot traffic and art sales in the David Joyce Gallery through participation in the First Friday Artwalk, increased social media and art sales during the Al Fresco! Event.

Sales & Marketing

- Website – Streamline, update
- Social Media Development
- Community Networking – Sales group out of the office and into the community. Networking events, building community connections and advocates
- Reinstate Newsletter

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International Program

Fund 625000

	2008	2009	2010	2011	2012	2013	2014 Proj.
Revenue	-	-	1,457,446	1,821,597	1,986,924	2,523,560	3,280,628
Personnel	-	-	171,342	411,111	528,533	619,666	824,439
Materials & Services	-	-	176,713	316,225	371,352	596,976	888,664
Income from Operations	-	-	1,109,391	1,094,261	1,087,039	1,306,918	1,567,525
Transfers In	-	-	2,239	-	-	143	-
Capital Outlay	-	-	-	-	130,115	1,474	153,200
General Fund Contribution	-	-	-	2,900	710	1,125,139	1,000,000
Net Income	-	-	1,111,630	1,091,361	956,214	180,448	414,325
Beginning Fund Balance	-	-	-	1,111,630	2,202,991	3,159,205	3,339,653
Ending Fund Balance	-	-	1,111,630	2,202,991	3,159,205	3,339,653	3,753,978

In fiscal year 2015 the International Program will be adding two additional ESL faculty and will begin a recurring general fund contribution of \$500,000 or 1/2 of income from operations, whichever is greater. The program's fund balance is intentionally reserved as a sinking fund to cover future expansion plans to realize its goal of 1,000 international students by 2020 and to provide continuity in the event of a major international incident.

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Housing Program

Fund 626000

	2008	2009	2010	2011	2012	2013	2014 Proj.
Revenue	-	-	-	-	-	914,680	1,517,300
Personnel	-	-	-	-	-	-	-
Materials & Services	-	-	-	-	28,820	775,761	776,000
Income from Operations	-	-	-	-	(28,820)	138,919	741,300
Transfers In*	-	-	-	-	500,000	-	-
Capital Outlay	-	-	-	-	-	-	-
Public Safety Transfer	-	-	-	-	-	100,000	100,000
Debt Service	-	-	-	-	-	-	718,928
Net Income	-	-	-	-	471,180	38,919	(77,628)
Beginning Fund Balance	-	-	-	-	-	471,180	510,099
Ending Fund Balance	-	-	-	-	471,180	510,099	432,471

*\$500,000 working capital contributed by the bookstore in 2012 as part of the approved allocation for downtown campus projects.