Davis COUNTY

Community and Economic Development

Davis County Courthouse - P.O. Box 618 - Farmington Utah 84025
Telephone (801) 451-3278 Fax (801) 451-3281

MEMORANDUM

Date: August 12, 2022

To: Budget Committee

From: Community & Economic Development, Tourism Division, Legacy Events Center

RE: Convert a part-time position to a full-time Sponsorship and Event Sales position

Summary: As the Legacy Events Center (LEC) transitions into a major sports destination, additional focus needs to be placed on sponsorship and sales. This can be accomplished by converting a part-time Events Assistant to a full-time Sponsorships and Event Sales position. Right now we have an *opportunity* to retain a very good employee who has proven to be a key individual in helping us meet future expectations.

Current Staffing: Staffing levels have decreased since the LEC was an equestrian center. Over the last five years, we have lost two full time positions (Maintenance Manager and Fair Coordinator) as well as the manual labor from several inmates. In the meantime, the number of events, *and especially the number of people attending the events*, has greatly increased. The expectations from current patrons of the LEC is significantly higher than that of equestrian patrons. In the very near future we will double in size and the expectations (from the public to the elected officials) of every aspect of our performance will also *at least* double in size.

Future Staffing: With heightened expectations of the LEC's performance, a reciprocal increase in professional staffing is needed. Staff have been working with Human Resources to develop a new organizational chart that helps meet the future expectations by having new positions in event sales and marketing, sponsorship sales, event coordination, and operations management with a career ladder that can help us mine the gems from the beginning and bring them to the top. The new positions are designed to meet expectations of revenue growth, customer experience, and employee management.

Sales: One position that needs to be filled is a Sponsorship and Event Sales position. The position is designed to help maximize sponsorship and events sales/revenue. This position is needed before the new center is constructed. This position will help design sponsorship opportunities into the building as it is being designed, built and branded. The new position will also help open the new building with a full schedule of events/rentals.

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Proposal: Convert the position of the part-time Events Assistant to full time with the added responsibilities of event and sponsorship sales. We have a hidden gem in a current part-time employee who is ready to enter the full time employee market again. This individual is very well connected in the sports world and has professional relationships with sports event organizers. This individual has been a sports event organizer, and has a great depth of knowledge of what sports events need and expect to be successful and will use that unique knowledge to sell the LEC in a way very few others can. The current employee has a very outgoing, happy personality and is excellent at building relationships that will lead to an increase in sponsorship and event sales. This individual has managed multiple recreation centers in multiple cities and understands public expectations and labor management.

This individual has *everything we need* in our future staffing that we will struggle to find in the labor market (2% State unemployment) if the position remains as currently structured.

Costs of the proposal: A final job classification has not been approved. Initial reviews with Human Resources place the position from grade 15 to 18, with a total budget range of $105,951 to $118,153. If the position was hired at the beginning of October, 2022, the cost for the remainder of the year is estimated to be approximately $26,000. There is $7,400 remaining in the 2022 budget for the Events Assistant position making the needed increase for 2022 approximately $18,600.

The current part-time Events Assistant position has an annual budget of $22,142, resulting in the new 2023 additional cost of the new position to $83,809 to $96,011.

Benefits of the proposal: It gives the LEC the staffing needed to successfully meet current and future expectations. It allows for a position to focus on the time consuming job of raising sponsorship revenue and more time to focus on event sales and rentals. It gives us a stable full time employee who has a greater knowledge of sports tourism and sports management. It allows for an opportunity for a LEC employee to link with the Tourism staff as they travel to sales conferences to sell the LEC and future expansion. It leads to the overall growth of the LEC and Tourism revenue.

Other considerations, if applicable: Funds for these positions would come from Tourism (Fund 18) and not the General Fund.