

**Department/Unit: Nutter Center**

**Year: 2018**

**Contact Name: Becky Sparks**

**Contact Title: Business Manager**

**Unit Overview/Mission/Purpose**

The Nutter Center is a premier multi-use venue hosting diverse events for the University and surrounding community. On average, the building hosts approximately 400 events per year with around 450,000 patrons in attendance. Some examples of our diverse event offerings are: WSU and community sporting events, concerts, family shows, trade shows and conferences, weddings, and WSU and high school graduations to just name a few. Students get the opportunity to enjoy the amenities of the Nutter Center as we are the home to WSU Athletics, Kinesiology & Health, and Open Rec. We operate with 6 core Wright State employees as well as over 150+ part-time employees, supporting the needs of our diverse events. We work very closely with several contractors that assist in the operations of the building, such as Chartwells, Fairborn Police, Alpha Omega, and Ohio Entertainment Security. By successfully managing these entities we offer event services to both the local and campus community. The mission of the Nutter Center is to continue to support WSU events while increasing the number of external events held at the building while increasing revenue.

**Staffing**

	FY16	FY17	FY18	FY19
# Full Time Staff	14	13	10	6
# Student Employee FTE	5	5	5	5

**Success Outcome 1:**

A measure of success for the Nutter Center would be a positive impact to the arena’s P&L before and after transfers.

**KPI 1.1**

**Data:**

**Profit & Loss**

	FY16	FY17	FY18	FY19
P&L Before Transfers	190,640	517,894	673,518	
P&L After Transfers	163,207	429,617	286,195	

**Result:** Profits has increased over the past few years. This is an indication of the success of the Nutter Center and the ability to produce profits before and after transfers.

**Response/Action Plan:** Increase yearly profit by 10% per year. To achieve this efforts will be made to attain this goal by evaluating rental pricing, building event prospect lists to create new business, and controlling expenses.

**Success Outcome 2:**

Another measure of success would be an increase in the number of events held in the building

**KPI 2.1**

**Data:**

**Number of Events**

	FY16	FY17	FY18	FY19
# of Events	443	403		

**Result:** Although the number of events has decreased within the review period, profit margins have remained positive while university support has decreased. This indicates that the focus should remain on attaining higher quality shows which bring in the higher profits than those events that are not highly attended. Creating this balance will lead to higher profits and should be used as an indication of success.

**Response/Action Plan:** Increase yearly events by 10% per year. To achieve this, efforts will be made to attain this goal by working with established customers to bring additional events and by also building prospect lists of new business that we will go out and try to attain. The number of yearly events per fiscal year includes women’s and men’s basketball games because these events directly affect the booking of the building.

**Concluding Remarks (optional):**

Although the Nutter Center does not conduct formal customer surveys, we utilize social media and email to receive customer feedback. Social Media helps us quickly respond to customer questions, complaints and compliments, but does not easily convert to an analytical tool for a KPI.

Over the past two years, the Nutter Center has been diligently working to reduce spending and support provided by the University. Our successful results can be seen in the P&L numbers listed in the chart above. As the Nutter Center works to increase the number of events held in the building, the results will continue to be seen in our financials.