



Berry Center

Mission Statement

To support the needs of CFISD.

When not needed by the school district, Berry Center is available to rent by the community, other public institutions, governmental agencies, not-for-profit organizations and business.

About us

- Opened in April of 2006
- 4 venues – 1 Location
 - Conference Center 15,000 sq. ft.
 - Arena 25,000 sq. ft. (8,300 seats)
 - Stadium (11,000 seats)
 - Theatre (450+ seats)

- Cold Food Warehouse

Staffing

- In-house food & beverage team
- In-house audio-visual
- In-house operational team (Venue Service Crew & Custodial)
- Part-time staff in all departments

Events

What happens here.....

District-sponsored

CFISD Graduations

Homecoming Dances/Proms

One Act Play MS/HS

Band Competitions

District Meetings

College Night

Award Shows (EOY)

Non District-sponsored

Concert (11/1 Chris Tomlin)

Cheer Competition

Trade Show

Graduations

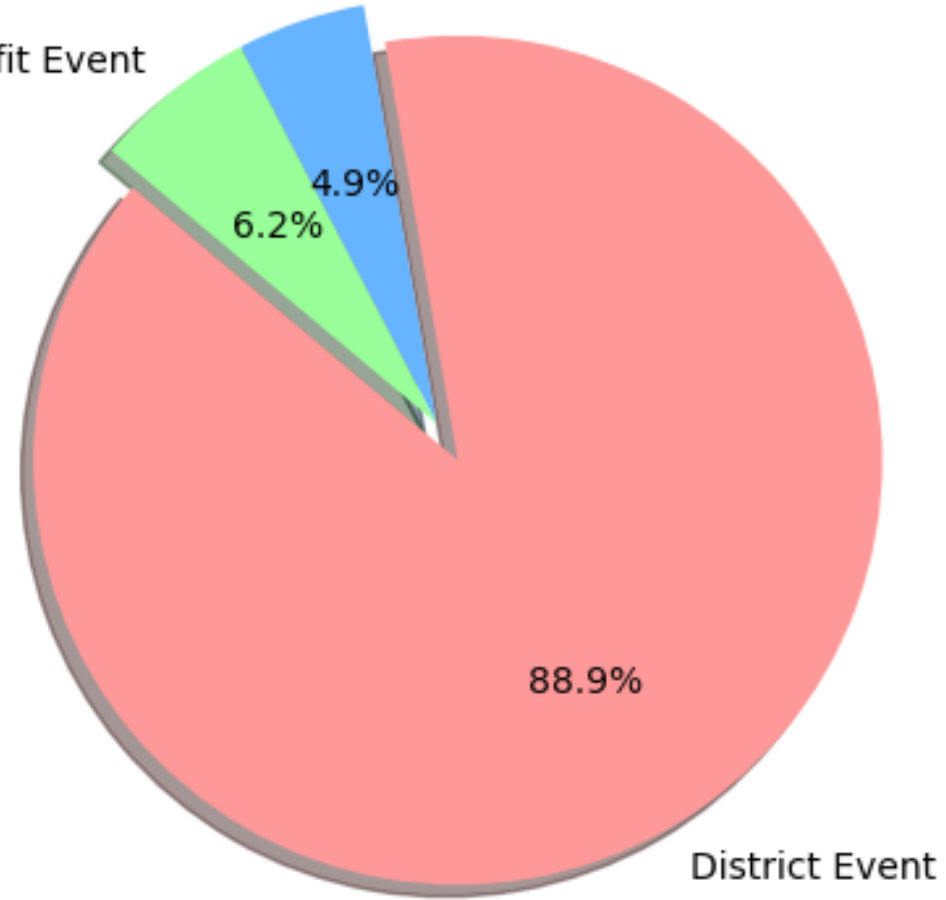
Theatre

Room Usage

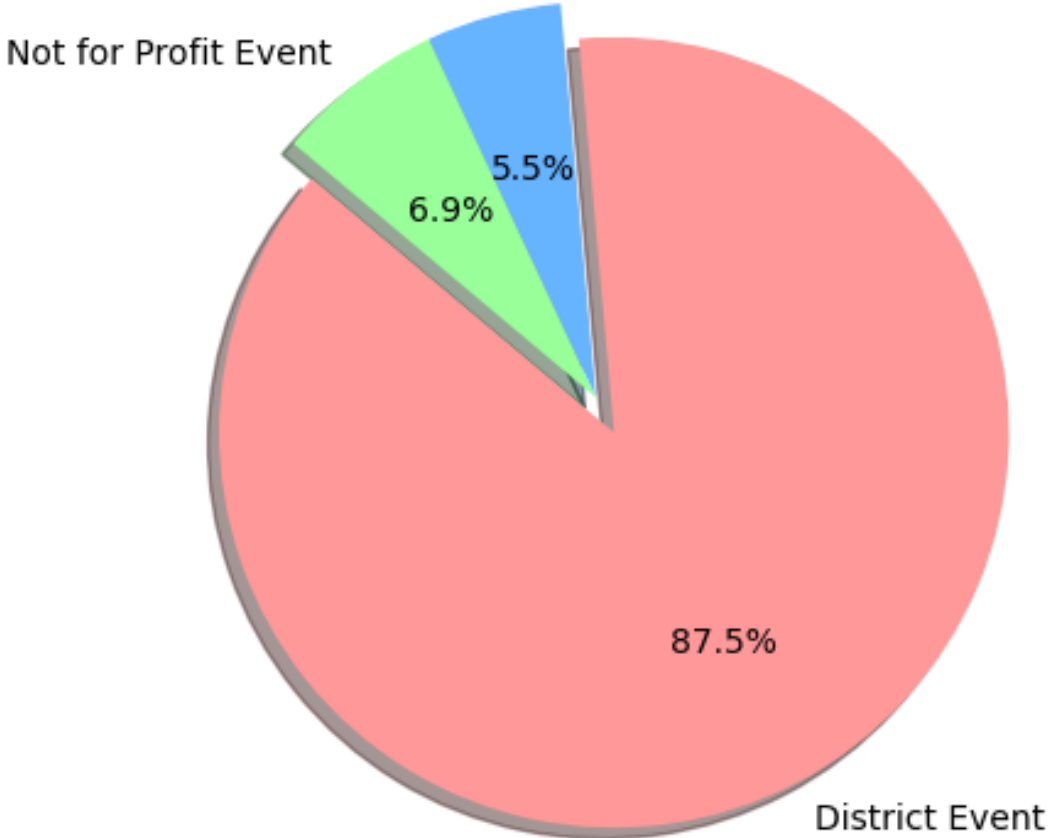
Total Room
Usages:
3,331

Room Usages for Reporting Periods of 7/1/2022 thru 6/30/2023
For Profit Event

Not for Profit Event



Room Usages for Reporting Periods of 7/1/2023 thru 6/30/2024
Decrease due to construction hold on event areas
For Profit Event

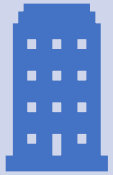


- Total Room Usages: 3,445



How We Generate Funds

Rentals



Building



Equipment Rentals



Ticketed Events/Parking

Food and Beverage

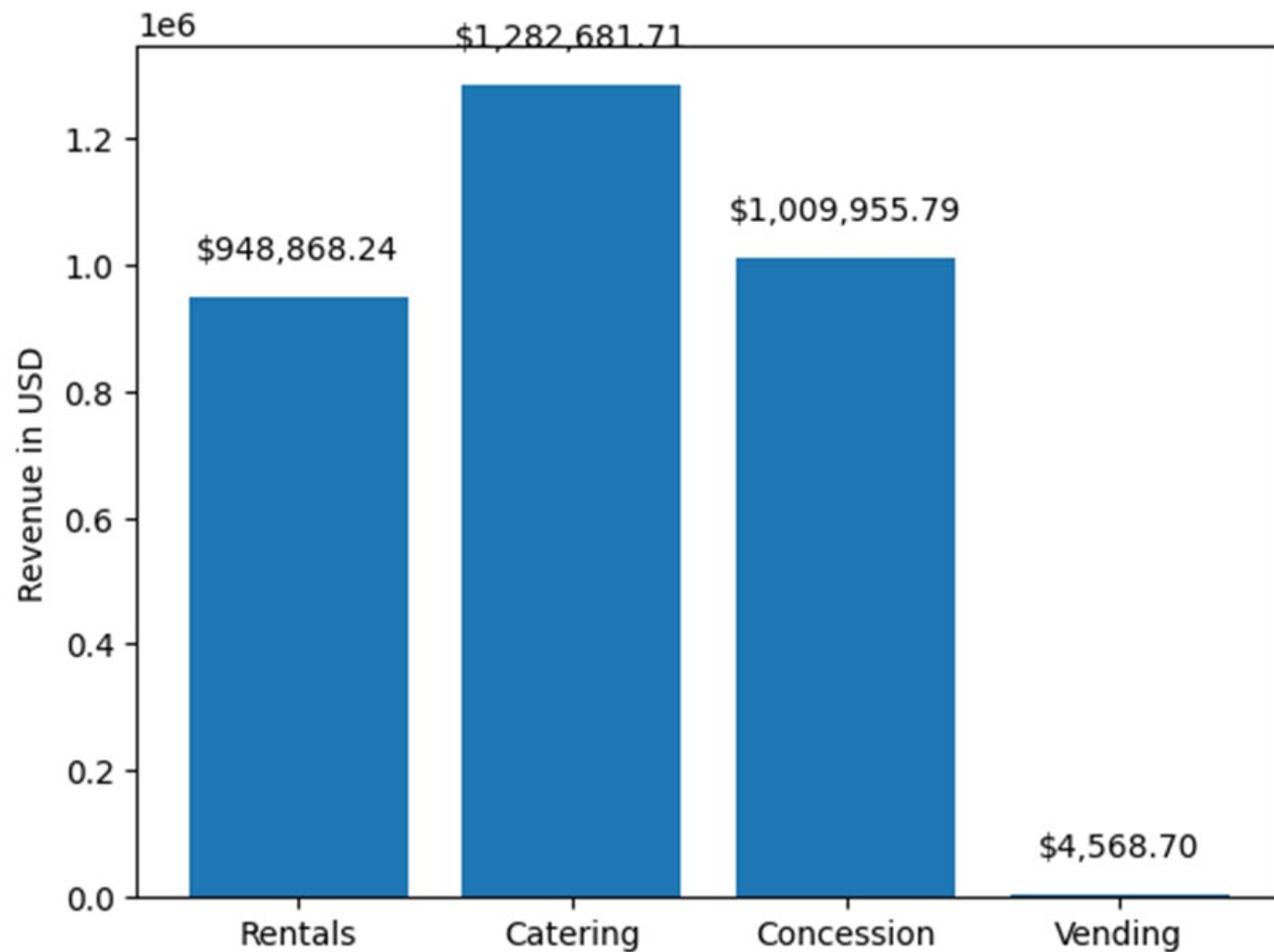


Catering



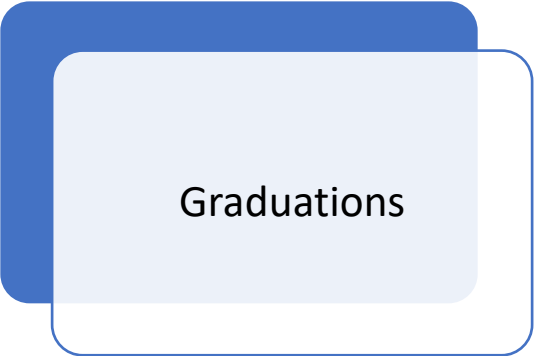
Concessions

Revenue 2023- 2024



Total Revenue: \$3,246,074.44

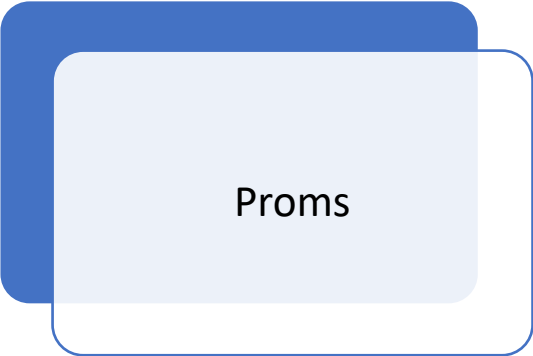
Cost Avoidance



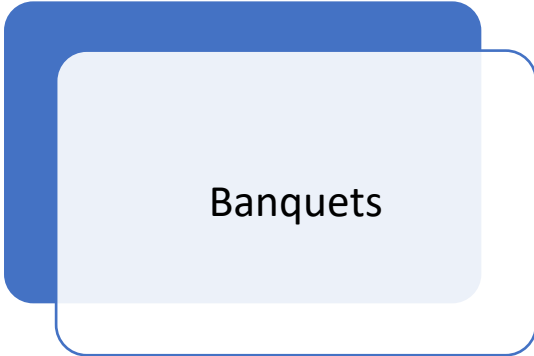
Graduations



Meetings/Conferences



Proms



Banquets

Additional Facts



CFISD Food Nutrition



Since we do not require a food minimum, those savings are used to enhance student experiences for sound and lights ... also can lower per student ticket price.



Banquets: 15-20 banquets yearly
(clubs, band, drill team, etc.)



Proms: 10 of 12 schools



Homecomings: 7 of 12 schools

A celebratory scene featuring two champagne flutes clinking together. The glasses are filled with bubbly champagne, and the background is a dark, festive bokeh of golden lights. The text 'Toast to the Future' is overlaid in white, and a solid orange bar is at the bottom.

Toast to the Future

Alcohol Sales

- Modification of Board policy
- No district-sponsored events
- No student event on premises
- Contract with 3rd Party vendor



- Increases opportunity for booking events, i.e.
 - Banquets/receptions
 - Wedding receptions
 - Milestone birthdays
 - Anniversary parties
 - Concerts
- Increases opportunity to generate revenue via food and beverage sales and audio-visual rentals



Questions