



City of Franklin, Tennessee

FY 2025 Operating Budget

Cool Springs Conference Center

Matthew Lahiff, General Manager

Franklin Marriott, Cool Springs



City of Franklin, Tennessee - FY 2025 Budget Request

Cool Springs Conference Center

Outline

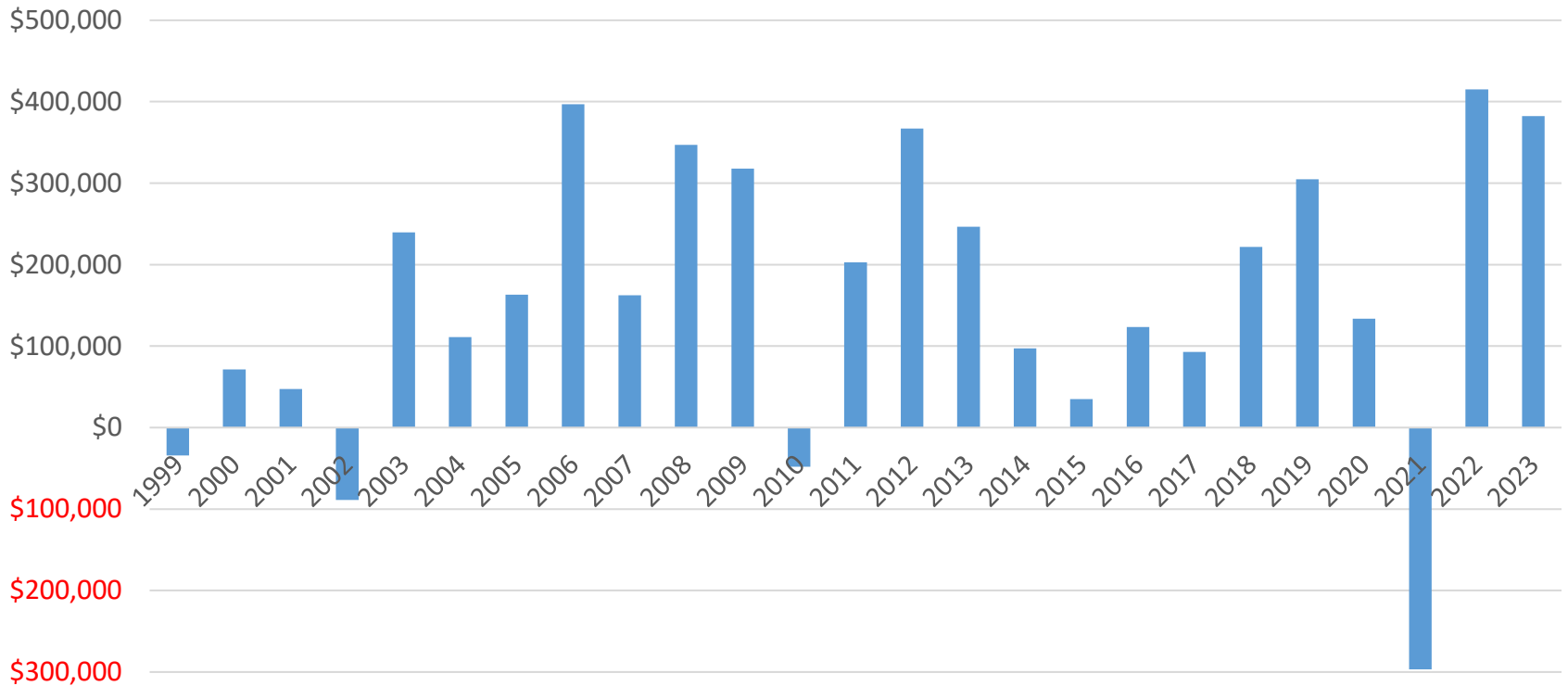
- **History of Conference Center Profit/Loss to City of Franklin**
- **Operational Summary**
- **Upcoming Projects**
- **Possible Challenges in the Fiscal Year**



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Cool Springs Conference Center

History of Profit/(Loss) to City of Franklin



From 1999-2022, profit from the Conference Center has totaled \$4,009,554 to the City of Franklin. Of the 24 full fiscal years of operation (2000-2023), the center has had positive results for 21 of these years. The largest gain was \$426,078 in FY 2023, while the largest loss was (\$296,667) in FY 2021. *Source: COF Audited Financial Reports*



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Operational Summary

- Connected to the Marriott Cool Springs Hotel.
- Built in 1999; last major renovation August of 2015.
- 303 total guest rooms including 3 suites. The hotel added 3 additional rooms in 2022 as the former concierge lounge has been converted into guest rooms.
- Hotel is managed by Chartwell Hospitality, a Franklin headquartered company.
- Most expenses are shared between the hotel and conference center.
 - Admin and General & Engineering: Split as a percentage of total revenue.
 - Sales: 50-50 Split.
 - Catering and Event Management: 100% conference center.
 - Food and Beverage: most expenses split as a percentage of food revenue.



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Completed & Planned Renovation Projects

Completed in fiscal 2024

- Mtg. room reader board software & hardware upgrade - \$40,000.
- Emergency generator radiator - \$11,568.
- Continued replacement of laundry equipment – \$16,681.
- Hot Water Holding Tank repairs - \$12,243.
- Parking lot repairs / upgrades as outlined in Marriott’s Property Improvement Plan (PIP) - \$23,800.

Planned for fiscal 2025:

- Carryover from 2023/2024 - Kitchen floor refurbishment - \$40,000
- Soft goods renovation is tentatively planned for late calendar year 2024 or early 2025 – estimated \$1.6M.
- Cooling tower Replacement - \$82,500.
- Chiller replacement - \$138,000.
- Airwall replacement - \$678,500
- Table replacement - \$400,000



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Completed & Planned Renovation Projects

Planned for fiscal 2026:

- Walk in freezer / refrigerator refurbishment - \$26,600
- Exterior door paint and refurbishment - \$20,000
- Parking lot re-seal and stripe - \$26,600
- Ballroom LED cove lighting - \$122,000



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Items Impacting Current Fiscal Year Budget

Challenges In Fiscal 2025

- **Staffing:** Finding and retaining quality staff remains a challenge in Franklin and Williamson Co for the hotel and conference center. Because of this, we are dependent on a contractual workforce. To attract and retain team members, Chartwell has several recruiting and retention programs that continue to be a priority.
- **Wages:** Wages have been and will continue to increase at all levels and all departments throughout the hotel and conference center. Bill rates for contract labor are also continuously on the rise. The labor market is very competitive in Franklin, Nashville and Murfreesboro so attracting new staff will be challenging. Wage surveys are consistently performed so pay rates can stay competitive with other businesses in the area.



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Challenges in fiscal 2024 (cont.)

- **Volatile Costs of Product and Services:** The cost of products and services is expected to continually rise. This will affect the cost of goods sold (food and beverage costs) & contract services such as hood cleaning, landscaping, trash collection, etc. Chartwell continues to obtain multiple, competitive bids for all outside services. The company will continue to leverage our buying power through Avendra Procurement and locally owned businesses.
- **Increased Competition in Franklin and Nashville:** Additional venue openings will have an impact on certain aspects of our business. This will mainly impact small meetings and social catering functions.
- **Convention Meetings and Events:** The sales team is fully staffed and deployed to increase revenues. The outlook is positive as revenue is currently pacing 15% ahead of this time last year.