

CITY OF MCKINNEY, BUDGET FY 2021-2022 LINE ITEM DETAIL

Account Number	Description / Itemization	Actual FY 18-19	Actual FY 19-20	Original FY 20-21	Revised FY 20-21	Y-T-D 1/31/21	Continuation FY 21-22
<b>MCKINNEY CONVENTION &amp; VISITORS BUREAU FUND</b>							
<b>MCVB Revenues</b>							
012-0000-361.10-00	General Govt Interest	245	527	0	0	80	0
012-0000-363.20-10	Lease - Office Space	4,260	3,455	4,260	4,260	1,200	4,260
012-0000-369.10-01	Other Income	1	97	500	500	53	500
012-0000-391.10-00	Transfer from Hotel/Motel Fund	712,000	828,000	878,000	878,000	292,667	878,000
012-0000-392.10-00	Sale of City Property	0	0	0	0	0	0
<b>TOTAL-Rev</b>	<b>MCVB Revenue Total</b>	<b>716,505</b>	<b>832,079</b>	<b>882,760</b>	<b>882,760</b>	<b>294,000</b>	<b>882,760</b>
<b>McKinney Convention &amp; Visitors Bureau</b>							
012-1252-451.80-03	Full-Time	253,535	297,007	328,816	328,816	97,348	333,676
012-1252-451.80-05	Part-Time	21,297	23,052	24,788	24,788	5,806	25,155
	<b>Continuation:</b>						
	Staff Assistant (1 x 1559 hrs x rate/hr)		25,155				
012-1252-451.80-06	Car Allowance	6,050	5,950	6,000	6,000	2,000	6,000
	<b>Continuation:</b>						
	MCVB Director		3,000				
	MCVB Communications Manager		3,000				
			6,000				
012-1252-451.80-08	Payroll Allowances	605	595	1,200	1,200	200	1,200
	<b>Continuation:</b>						
	Cell Phone Allowances						
	MCVB Director		1,200				
012-1252-451.80-10	Overtime	3,151	1,889	0	0	0	0
012-1252-451.80-11	Longevity / Stability	1,914	2,080	2,380	2,380	2,355	2,655
012-1252-451.80-17	Continuous Compensation Benefit	0	0	0	0	0	0
012-1252-451.80-18	Workers Comp Reimbursement	0	0	0	0	0	0
012-1252-451.80-20	FICA	21,123	24,601	27,784	27,784	8,198	28,204
012-1252-451.80-21	TMRS	43,891	49,999	54,442	54,442	16,477	55,270
012-1252-451.80-22	Health Benefits Fee	58,864	58,864	73,580	73,580	36,790	73,580
012-1252-451.80-24	Wellness Program Fee	2,400	2,400	3,000	3,000	0	3,000
<b>Subtotal: Personnel</b>		<b>412,830</b>	<b>466,438</b>	<b>521,990</b>	<b>521,990</b>	<b>169,174</b>	<b>528,740</b>
012-1252-453.81-01	Operational Supplies	2,531	1,767	2,550	2,550	656	2,550
012-1252-453.81-03	Food	2,665	942	4,800	4,800	121	4,800
012-1252-453.81-06	Non-Capital Equipment	190	2,683	800	800	0	724
	<b>Continuation:</b>						
	Office Furniture						724
012-1252-453.81-40	Technology Equipment	470	310	640	640	325	1,040
<b>Subtotal: Supplies</b>		<b>5,856</b>	<b>5,702</b>	<b>8,790</b>	<b>8,790</b>	<b>1,103</b>	<b>9,114</b>
012-1252-453.84-20	Maintenance-Computer Software	0	0	0	0	0	0
<b>Subtotal: Maintenance</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
012-1252-453.85-01	Utilities - Communications	8,078	8,078	8,078	8,078	2,693	8,078
012-1252-453.85-04	Office Rental	52,218	53,117	59,690	59,690	53,319	59,690
012-1252-453.85-05	Postage / Shipping Services	3,263	360	2,836	2,836	121	2,836
012-1252-453.85-06	Travel / Training / Mileage	21,489	7,799	33,600	33,600	848	33,600

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	<b>Continuation:</b>						
	Mileage	4,500					
	CTA Certification	50					
	TACVB Mid Winter	1,200					
	TACVB Sales Blitz & Training	1,575					
	TACVB Annual	1,300					
	MPI Sales Blitz	425					
	TIC Sale Blitz	120					
	Sales Calls	1,200					
	CTE -Renewal Certification	1,200					
	Chamber-Networking	675					
	Webinars & Workshops	530					
	iDSS Training	1,500					
	TDM Certification	500					
	TTIA- Summit	1,200					
	TTIA-Unity Dinner	1,200					
	Interurban Network	100					
	Links-Chamber	55					
	DFW Vendor Network	180					
	MPI Lunch Network	540					
	Anna Chamber Network	175					
	Tradeshow-Destination, TX	1,350					
	Tradeshow-Select Trvl.	1,400					
	Tradeshow-Small Market Mtgs	1,500					
	Tradeshow-Rendezvous South	1,600					
	Religious Meetings & Convention Associati	1,100					
	TSAE Education-Austin	1,300					
	SW Showcase-Austin	1,200					
	MPI Sales Blitz	425					
	TTIA Travel College (3 yrs)	4,000					
	SGMP	1,500					
		33,600					
012-1252-453.85-08	Utilities - Electric	3,078	2,657	3,200	3,200	637	3,200
012-1252-453.85-11	Dues / Subscriptions / Licenses	7,574	7,290	7,489	7,489	995	7,389
	<b>Continuation:</b>						
	DFWAE	279					
	The Hotel Association	500					
	Texas Lakes & Trails	250					
	TSAE	495					
	Christian Meetings & Conventions	250					
	McKinney Chamber	275					
	TACVB	1,050					
	Chamber Alumni -Network	100					
	TTIA	1,090					

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	MPI	500					
	DI-DMAI	1,600					
	THLA	300					
	Anna Chamber	300					
	SGMP	400					
		7,389					
012-1252-453.85-13	Web Software Services <i>Web-based subscriptions</i>	21,633	27,465	28,678	28,678	17,524	41,492
	<b>Continuation:</b>						
	Simpleview CRM	7,164					
	Crowd Riff & Media Hub	14,500					
	Tempest/TXMET-TACVB	0					
	Animoto	265					
	VisitWidget	3,588					
	Dropbox	130					
	Robly	265					
	Simpleview \$1250/mth	15,000					
	Tailwind-Scheduler Social Media	120					
	MiFi- M Woodard	460					
		41,492					
012-1252-453.85-15	Rental Fee (Equipment)	2,300	2,146	9,324	9,324	1,816	9,324
012-1252-453.85-16	Professional / Contracted Services	3,583	7,170	4,170	4,170	3,100	5,246
	<b>Continuation:</b>						
	Civic Plus (Web)	0					
	Cleaning Service (\$324.67/mth)	3,896					
	Window Cleaning (\$35/mth)	480					
	Pest Control- (\$75 ( per yr.)	300					
	A/C Maintenance Agmt (per lease)	570					
		5,246					
012-1252-453.85-20	Marketing / Promotional <i>(Including legal notices)</i>	185,145	163,861	215,887	215,887	23,554	195,023
	<b>Continuation:</b>						
	ABA Show	7,000					
	Advertising/Promotional Grants	30,000					
	Airport Brochure Co	1,250					
	Arkansas Efforts	1,200					
	Association business secured	10,500					
	Austin Efforts	1,200					
	Authentic TX Magazine (2 x a year 950 e:	1,900					
	Bags-MPAC Bridal Show P-card Dee-dee	1,500					
	Bus Tour Magazine	3,900					
	Certified Folder	1,250					
	Chamber Awards Dinner	2,500					
	Chamber Map	750					
	Chamber Relo-Guide	400					
	Convention South ad	1,850					

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	Convention South Listing	95					
	Co-op Team TX Albuquerque Balloon Fie	900					
	Co-op Team TX NTA	1,300					
	County Line Magazine	1,800					
	Day Tripper	1,600					
	Destination TX- Tradeshow	3,000					
	Facebook	600					
	Fort Hood Sentinel	400					
	Historic Calendar	125					
	Houston House & Home 2 ads at \$475	950					
	IAEE On Line Buyers Guide	1,950					
	IAEE-Web Listing	2,000					
	Influencers	2,000					
	McKinney to Munich	5,000					
	Meet in TX	1,000					
	Meetings & Conventions	2,500					
	Misc.	3,587					
	MPI Education--Tradeshow	900					
	MPI online Listing	545					
	Nat'l Travel & Tourism Week	3,000					
	Naylor-TSAE Website	500					
	Networking- Staff	700					
	Oklahoma Efforts	1,200					
	Online Sports Destination Management	1,100					
	Promo Items	17,776					
	Pioneer Publishing (Small Market Meetin	1,600					
	Plants for Outside-Front of House	500					
	Polka News	500					
	Religious Meetings & Events-Newsletter	1,200					
	Religious Meetings & Events-Tradeshow	2,000					
	Rendezvous South-Tradeshow	3,500					
	Re-print Visitors Guides	10,000					
	Ride Texas	2,500					
	Sales Calls Materials	500					
	Select Travler-Tradeshow	2,195					
	Small Market Meetings Tradeshow	3,500					
	Sports Event (Web)	95					
	Staff- Logo Apparel	800					
	State the City -Chamber	500					
	STR Reports	5,800					
	Tear Off Map	4,500					
	Texas Highways ( 3 ads @ 1475)	4,425					
	Texas Municipal League 1/4 page ad	1,260					
	Texas Trails Map	750					

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	The McKinney Shop Ad-High School Proj	900					
	Tiger Oaks (Meetings & Events)	9,500					
	Tour TX-Web Display	5,000					
	Tourism Award	300					
	Trade Show Items	600					
	TSAE Membership Directory	500					
	TSAE Online Buyers guide	1,250					
	TSAE Online Profile	310					
	TSAE Online Promo	3,485					
	TSAE Online Website	500					
	TTIA Unity Dinner- Legislative Yr.	1,200					
	TX Events Calendar Spring & Fall	1,800					
	TX State Travel Guide	3,825					
		195,023					
012-1252-453.85-25	Printing / Reproduction Services	101	0	0	0	0	0
012-1252-453.85-58	Utilities - Gas	882	865	1,000	1,000	389	1,000
012-1252-453.85-68	Utilities - Water	553	60	150	150	16	150
012-1252-453.85-95	Technology Replacement Fee	3,788	3,788	5,648	5,648	1,883	5,648
012-9999-453.88-15	Transfer to Risk/Insurance Fund	1,922	1,922	9,559	9,559	3,186	9,559
	<i>WC/Liab Ins</i>						
<b>Subtotal: Services/Sundry</b>		<b>315,606</b>	<b>286,578</b>	<b>389,309</b>	<b>389,309</b>	<b>110,080</b>	<b>382,235</b>
012-1252-456.92-30	Technology Capital Equipment	0	0	0	0	0	0
<b>Subtotal: Capital</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL-Exp</b>	<b>MCVB Fund Total Expenditures</b>	<b>734,292</b>	<b>758,718</b>	<b>920,089</b>	<b>920,089</b>	<b>280,357</b>	<b>920,089</b>
	MCVB Fund Surplus/(Deficit)	(17,787)	73,361	(37,329)	(37,329)	13,642	(37,329)
<b>z</b>	<b>MCVB Fund</b>				<b>0</b>		