SUPPLEMENTAL REQUEST					
		FY 2021-22			
Department/Division:		MCVB-Visit McKinney/012			
Supplemental Name:			Prior \	ear Request?	N
☐ Expanded Service	✓ New Program ☐ N	Mandatory/Contractual 🔲 Replacement Vehicle/Equ	ipment	Unit #:	
Description:					
Klear (one year contract): Influencer tracking tools/services.					
Justification:					
One influencer visit can ha	ve an ROI of upwards of \$1	.0-15K, the \$5,000 would be a good investment in beir	g able to collect th	nat information	
How does it relate to the Council Goals and Objectives?					
4.) Financially Sound Gover Highlight McKinney as a un		ces Generated by the Hotel Occupancy Tax & 5. Enhand nts & visitors alike.	ce The Quality of L	ife (C.) Continue	e to Market &
Account Number (Numeric Order)	Account Name	Expense Item Description	One Time Cost	Recurring Cost	Total Cost (formula)
012-1252-453-8513	Web Software Services	Klear-Tracking Service for Influencers		\$ 5,000	\$ 5,000
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					-
			0	ne Time Cost	\$ -
			Recurring Cost		\$ 5,000
Total Cost					\$ 5,000
Personnel Details:					<b>" DT-1</b>
# Positions	Grade	Title	Annual Salary	Part-time	# PT Hrs
(FTE's)			(minimum)	Hourly Rate	(Annually)
Revenue Impact:	Revenue Account	Revenue Item Description	\$ Inc/Dec		