

CITY OF MCKINNEY, BUDGET FY 2022-2023 LINE ITEM DETAIL

Account Number	Description / Itemization	Actual FY 19-20	Actual FY 20-21	Original FY 21-22	Revised FY 21-22	Y-T-D 1/31/22	Adjusted FY 21-22	EOY Estimate FY 21-22	Proposed FY 22-23
MCKINNEY CONVENTION & VISITORS BUREAU FUND									
MCVB Revenues									
012-0000-361.10-00	General Govt Interest	527	290	300	300	312		300	2,000
012-0000-363.20-10	Lease - Office Space	3,455	3,600	4,260	4,260	3,440		4,260	4,260
012-0000-369.10-01	Other Income	97	246	500	500	444		500	200
012-0000-391.10-00	Transfer from Hotel/Motel Fund	828,000	878,000	895,000	895,000	745,833	0	895,000	1,030,000
012-0000-392.10-00	Sale of City Property	0	0	0	0	0		0	0
TOTAL-Rev	MCVB Revenue Total	832,079	882,137	900,060	900,060	750,029	0	900,060	1,036,460
McKinney Convention & Visitors Bureau									
012-1252-451.80-03	Full-Time	297,007	345,656	342,777	342,777	279,650	16,738	359,515	367,129
012-1252-451.80-05	Part-Time	23,052	21,672	26,166	26,166	8,851	4,440	30,606	32,136
	Continuation:								
	Staff Assistant (2 x 1000 hrs x rate/hr)		32,136						
012-1252-451.80-06	Car Allowance	5,950	5,000	0	0	0		0	0
012-1252-451.80-08	Payroll Allowances	595	1,600	7,200	7,200	4,100		7,200	9,600
	Continuation:								
	<u>Cell Phone Allowances</u>								
	MCVB Director		1,200						
	MCVB Staff (\$600 x 4)		2,400						
	<u>Car Allowances</u>								
	MCVB Director		3,000						
	MCVB Communications Manager		3,000						
			9,600						
012-1252-451.80-10	Overtime	1,889	1,970	0	0	1,784		0	3,000
012-1252-451.80-11	Longevity / Stability	2,080	2,539	2,655	2,655	2,078	(577)	2,078	2,378
012-1252-451.80-18	Workers Comp Reimbursement	0	0	0	0	0		0	0
012-1252-451.80-20	FICA	24,601	28,372	28,978	28,978	22,116	1,576	30,554	31,690
012-1252-451.80-21	TMRS	49,999	57,195	57,312	57,312	43,754	(1,514)	55,798	58,462
012-1252-451.80-22	Health Benefits Fee	58,864	73,580	73,580	73,580	73,580		73,580	73,580
012-1252-451.80-24	Wellness Program Fee	2,400	3,000	3,000	3,000	3,000		3,000	3,000
Subtotal: Personnel		466,438	540,583	541,668	541,668	438,913	20,663	562,331	580,975
012-1252-453.81-01	Operational Supplies	1,767	1,857	2,550	2,550	3,133		2,550	3,000
012-1252-453.81-03	Food	942	1,853	4,800	4,800	1,659		4,800	5,000
012-1252-453.81-06	Non-Capital Equipment	2,683	0	724	724	149		724	724
	Continuation:								
	Office Furniture		724						
012-1252-453.81-40	Technology Equipment	310	1,005	1,040	1,040	294		1,040	1,050
Subtotal: Supplies		5,702	4,715	9,114	9,114	5,235	0	9,114	9,774
012-1252-453.84-20	Maintenance-Computer Software	0	0	0	0	0		0	0
Subtotal: Maintenance		0	0	0	0	0	0	0	0
012-1252-453.85-01	Utilities - Communications	8,078	8,078	8,078	8,078	6,732		8,078	8,078
012-1252-453.85-04	Office Rental	53,117	57,499	59,690	59,690	53,008		59,690	62,940
012-1252-453.85-05	Postage / Shipping Services	360	410	2,836	2,836	431		2,836	1,000
012-1252-453.85-06	Travel / Training / Mileage	7,799	17,623	33,600	33,600	24,468		33,600	44,280
	Continuation:								
	McKinney Chamber - Networking		500						
	McKinney Chamber - Links Sponsorship		100						
	Mileage		4,500						
	MPI - Lunch & Learn Events		150						
	Sales Calls		1,200						

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			Actual	Actual	Original	Revised	Y-T-D	Adjusted	EOY Estimate	Proposed
	Simpleview Training	4,000								
	TACVB Mid Winter	1,200								
	TACVB Annual	2,500								
	TDM Certification - 2 staff	1,000								
	Tradeshow - Destination Texas	5,500								
	Tradeshow Opportunities - Specials	9,000								
	Tradeshow - Small Market Mtgs	3,000								
	Tradeshow - Rendezvous South	1,600								
	TSAE Education Conference	2,000								
	TTA Travel College (3 yrs/2 staff)	4,000								
	TTA - Summit	1,500								
	TTA - Unity Dinner	2,000								
	Webinars & Workshops	530								
		44,280								
012-1252-453.85-08	Utilities - Electric		2,657	2,151	3,200	3,200	2,869		3,200	3,200
012-1252-453.85-11	Dues / Subscriptions / Licenses		7,290	4,455	7,389	7,389	3,050		7,389	7,189
	Continuation:									
	DFWAE	279								
	Hotel Association (The)	500								
	Membership Opportunities - Specials	2,400								
	McKinney Chamber	275								
	MPI	500								
	Sam's Club Membership	50								
	TACVB	1,050								
	Texas Lakes & Trails	250								
	THLA	300								
	TSAE	495								
	TTA	1,090								
		7,189								
012-1252-453.85-13	Web Software Services <i>Web-based subscriptions</i>		27,465	59,267	46,492	46,492	32,501		46,492	59,637
	Continuation:									
	Canva	120								
	Crowd Riff	12,500								
	Dropbox	130								
	Klear - Tracking Service for Influencers	0								
	MiFi - M Woodard	460								
	Robly	265								
	Simpleview Coupon	1,000								
	Simpleview CRM	9,552								
	Simpleview Destination Dashboard	6,000								
	Simpleview \$1250/mth	15,000								
	Sign Up Genius	110								
	Software - New Opportunities	6,500								
	VisitWidget	4,000								
	ZoomInfo - Leads Locator	4,000								
		59,637								
012-1252-453.85-15	Rental Fee (Equipment)		2,146	1,816	9,324	9,324	559		9,324	9,324
012-1252-453.85-16	Professional / Contracted Services		7,170	3,645	5,246	5,246	38,072	24,900	30,146	7,050
	Continuation:									
	A/C Maintenance Agmt (per lease)	300								
	Cleaning Service	5,600								

CITY OF MCKINNEY, BUDGET FY 2022-2023 LINE ITEM DETAIL

			Actual	Actual	Original	Revised	Y-T-D	Adjusted	EOY Estimate	Proposed
	Pest Control	300								
	Security	100								
	Window Cleaning	750								
		7,050								
012-1252-453.85-20	Marketing / Promotional <i>(Including legal notices)</i>		163,861	142,994	200,023	250,023	124,451		250,023	230,490
	Continuation:									
	ABA Ad	2,000								
	Adverstising Specials - Opportunities	12,000								
	Advertising/Promotional Grants	30,000								
	Airport Brochure Co	1,250								
	Arkansas Efforts	1,350								
	Association business secured	10,500								
	Authentic TX Magazine (2 x a year 950 e:	1,900								
	Bags - MPAC Bridal Show	1,500								
	Board - Appreciation & Holiday Gifts	1,200								
	Certified Folder	1,350								
	Chamber Awards Dinner	3,000								
	Chamber Map	850								
	Chamber Relocation Guide	400								
	Convention South Listing	95								
	County Line Magazine	1,800								
	Day Tripper	3,000								
	Historic Calendar	125								
	IAEE-Web Listing	2,000								
	Influencers	8,500								
	McKinney Commnity Event Support	12,000								
	McKinney Shop Ad - High School Progra	900								
	McKinney to Munich	5,000								
	Meet in Texas	1,300								
	MPI Online Listing	545								
	National Travel & Tourism Week	3,000								
	Networking - Staff	700								
	Sports Destination Management	1,100								
	Promo Items	18,000								
	Pioneer Publishing (Small Market Meetir	1,750								
	Plants for Outside - Front Porch	700								
	Rendezvous South - Tradeshow Ad	3,500								
	Re-print Visitors Guides	18,000								
	Ride Texas	2,500								
	Sales Calls Materials	500								
	Select Traveler - Tradeshow Ad	2,195								
	Social Media (FB, TT, etc.)	5,000								
	Sports Event - Web Ad	95								
	Staff - Logo Apparel	800								
	State the City - Chamber Luncheon	900								
	STR Reports	6,200								
	Tear Off Map	4,500								
	Texas Highways (3 ads @ \$1,475/ea)	5,000								
	Texas Municipal League (1/4 page ad)	1,500								
	Texas Trails Map	900								
	Tiger Oaks - Meetings & Events Ads	9,500								

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		Actual	Actual	Original	Revised	Y-T-D	Adjusted	EOY Estimate	Proposed
	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 Meeting Profile	310							
	TX Events Calendar - Spring & Fall	1,800							
	TX State Travel Guide	3,825							
	Video/Photo Services	8,000							
		210,490							
	Supplemental:								
	Visit McKinney Store Merchandise	20,000							
012-1252-453.85-25	Printing / Reproduction Services	0	0	0	0	0		0	300
012-1252-453.85-58	Utilities - Gas	865	1,099	1,000	1,000	1,101		1,000	1,000
012-1252-453.85-68	Utilities - Water	60	54	150	150	56		150	150
012-1252-453.85-95	Technology Replacement Fee	3,788	5,648	5,648	5,648	4,707		5,648	8,694
012-9999-453.88-15	Transfer to Risk/Insurance Fund	1,922	9,559	9,559	9,559	7,966		9,559	2,053
			<i>WC/Liab Ins</i>						
Subtotal: Services/Sundry		286,578	314,299	392,235	442,235	299,969	24,900	467,135	445,385
012-1252-456.92-30	Technology Capital Equipment	0	0	0	0	0		0	0
Subtotal: Capital		0	0	0	0	0	0	0	0
TOTAL-Exp	MCVB Fund Total Expenditures	758,718	859,598	943,017	993,017	744,116	45,563	1,038,580	1,036,134
	MCVB Fund Surplus/(Deficit)	73,361	22,539	(42,957)	(92,957)	5,912	(45,563)	(138,520)	326

SUPPLEMENTAL RANKING

FY 2022-23

Department/Division: MCVB

Rank *	Fund-Dpt/Div #	Division Name	Supplemental Name	FTE (#)	Fleet (#)	I.T. (I)	One-Time Cost	Recurring Cost	Total Cost
1	8520	Advertising	Byron Nelson				\$ 50,000		\$ 50,000
2	8520	Advertising	Visitor's Center Refresh				30,000		30,000
3	8520	Advertising	Visit McKinney Store				20,000		20,000
									-
									-
									-
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									-
									-
									-
									-
				0.0	0	0	\$ 100,000	\$ -	\$ 100,000

Fleet Capital Replacement List									
1									-
2									-
3									-
4									-
5									-
				0.0	0	0	\$ -	\$ -	\$ -

** 1 = Highest Priority* Department Total 0.0 0 0 100,000 0 100,000

SUPPLEMENTAL REQUEST FY 2022-23

Department/Division: MCVB-Visit McKinney/012

Supplemental Name: Speical Event Expenditures

Prior Year Request? y

Expanded Service New Program Mandatory/Contractual Replacement Vehicle/Equipment Unit #:

Description:

AT&T Byron Nelson

Justification:

AT&T Byron Nelson: Contribute \$50,000 with other city departments to pay for booth, equipment, and rentals to have a strong presence at the event. This event brings over 130,000 people to McKinney, and our promotional support matches our mission of getting people to spend the night in McKinney.

How does it relate to the Council Goals and Objectives?

High profile event that brings thousands into McKinney for over 1-week where sales tax collections increase expedientially. Hotels, car rentals, restaurants, shops greatly benefit.

Account Number (Numeric Order)	Account Name	Expense Item Description	One Time Cost	Recurring Cost	Total Cost (formula)
012-1252-453-8520	Advertising & Promos	Booth Rental, Giveaway Items, Advertising, App		\$ 50,000	\$ 50,000
					-
					-
					-
					-
					-
					-
					-
					-
					-
					-
					-
					-
					-

One Time Cost	\$ -
Recurring Cost	\$ 50,000
Total Cost	\$ 50,000

Personnel Details:

# Positions (FTE's)	Grade	Title	Annual Salary (minimum)	Part-time Hourly Rate	# PT Hrs (Annually)

Revenue Impact:

Revenue Account	Revenue Item Description	\$ Inc/Dec

SUPPLEMENTAL REQUEST FY 2022-23

Department/Division:

Supplemental Name: New Program

Prior Year Request?

Expanded Service Mandatory/Contractual Replacement Vehicle/Equipment Unit #:

Description:

Visit McKinney will enter a 10-year lease renewal for 222 W. Virginia St. that will include tenant improvements by the landlord. In addition, MEDC has offered their existing furniture to the Visit McKinney staff when they move to their new location. Therefore, this is the best time for Visit McKinney to take advantage of the moving pieces and provide a needed refresh of the office decor and visitors experience to prepare for the next ten years.

Justification:

The building will be emptied and undated by the landlord, now is the time to make needed updates and raise the bar for the visitor experience.

How does it relate to the Council Goals and Objectives?

This project reflects multiple council goals as Tourism is a major player in the economic development world and creating a unique visitor experience will enhance operational excellence and the quality of life for those who visit.

Account Number (Numeric Order)	Account Name	Expense Item Description	One Time Cost	Recurring Cost	Total Cost (formula)
012-1252-453-8106	Non-Capital Equipment	FF&E Budget	30,000		30,000
					-
					-
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					-
					-
					-
					-
					-
					-
					-
					-
					-
					-
					-

One Time Cost	\$	30,000
Recurring Cost	\$	-
Total Cost	\$	30,000

Personnel Details:

# Positions (FTE's)	Grade	Title	Annual Salary (minimum)	Part-time Hourly Rate	# PT Hrs (Annually)

Revenue Impact:

Revenue Account	Revenue Item Description	\$ Inc/Dec
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SUPPLEMENTAL REQUEST FY 2022-23

Department/Division:

Supplemental Name:

Prior Year Request?

New Program

Expanded Service Mandatory/Contractual Replacement Vehicle/Equipment Unit #:

Description:

The Visit McKinney store had been managed by a third party through a sub-lease for several years. The Visit McKinney board and staff are looking to bring the store in-house, and we will need funds to purchase the initial merchandise required to fill the storefront. There will be a revenue offset for this item.

Justification:

The store did not meet our standards or expectations, bringing it in-house will allow us to provide better products and services for the guests who visit.

How does it relate to the Council Goals and Objectives?

This project reflects multiple council goals as Tourism is a major player in the economic development world and creating a unique visitor experience will enhance operational excellence and the quality of life for those who visit.

Account Number (Numeric Order)	Account Name	Expense Item Description	One Time Cost	Recurring Cost	Total Cost (formula)
012-1252-453-8520	Marketing/Promotional	Visit McKinney Store Merchandise	20,000		20,000
					-
					-
					-
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One Time Cost	\$	20,000
Recurring Cost	\$	-
Total Cost	\$	20,000

Personnel Details:

# Positions (FTE's)	Grade	Title	Annual Salary (minimum)	Part-time Hourly Rate	# PT Hrs (Annually)

Revenue Impact:

Revenue Account	Revenue Item Description	\$ Inc/Dec
	Visit McKinney Store Sales	\$ 10,000