

CITY OF MCKINNEY, BUDGET FY 2018-2019 LINE ITEM DETAIL

Account Number	Ac Itc Justification	\$ Itemization	Actual FY 15-16	Actual FY 16-17	Original FY 17-18	Revised FY 17-18	Y-T-D 5/31/18	Proposed FY 18-19
MCKINNEY CONVENTION & VISITORS BUREAU FUND								
MCVB Revenues								
012-0000-361-1000	General Govt Interest		126	121	150	150	223	300
012-0000-363-2010	Lease - Office Space		0	1,065	4,260	4,260	2,840	4,260
012-0000-369-1001	Other Income	Store-front sales	2,697	1,679	0	0	261	500
012-0000-391-1000	Transfer from Hotel/Motel Fund		456,270	610,000	670,000	670,000	446,667	712,000
012-0000-392-1000	Sale of City Property		0	24	0	0	0	0
TOTAL-Rev	MCVB Revenue Total		459,093	612,889	674,410	674,410	449,991	717,060
McKinney Convention & Visitors Bureau								
012-1252-451-8003	Full-Time		185,415	226,126	246,142	246,142	143,613	254,021
012-1252-451-8005	Part-Time		19,171	18,210	22,422	22,422	12,857	24,249
	Continuation:							
	Staff Assistant (1 x 1559 hrs x rate/hr)							
012-1252-451-8006	Car Allowance		6,000	6,000	6,000	6,000	4,000	6,000
	Continuation:							
	MCVB Director	3,000						
	MCVB Communications Manager	3,000						
		6,000						
012-1252-451-8008	Cell Phone Allowance		600	600	1,200	1,200	400	1,200
	Continuation:							
	MCVB Director	1,200						
012-1252-451-8010	Overtime		24	722	0	0	986	0
012-1252-451-8011	Longevity / Stability		1,325	1,505	1,745	1,745	1,732	1,972
012-1252-451-8017	Continuous Compensation Benefit		(167)	0	0	0	0	0
012-1252-451-8018	Workers Comp Reimbursement		164	0	0	0	0	0
012-1252-451-8020	FICA		15,589	18,610	21,229	21,229	12,041	21,989
012-1252-451-8021	TMRS	<i>Includes PT</i>	29,825	37,292	42,800	42,800	25,347	43,509
012-1252-451-8022	Health Benefits Fee		39,249	41,061	58,864	58,864	44,148	58,864
012-1252-451-8024	Wellness Program Fee		1,800	900	2,400	2,400	2,400	2,400
Subtotal: Personnel			298,996	351,026	402,802	402,802	247,524	414,204
012-1252-453-8101	Operational Supplies		1,989	1,609	2,550	2,550	1,276	2,550
012-1252-453-8103	Food (non-travel)		1,845	2,115	1,530	1,530	1,138	2,730
012-1252-453-8106	Non-Capital Equipment		0	619	630	630	363	630
	Continuation:							
	Office Furniture	500						
	Dropbox (10.65 x 12)	130						
		630						
012-1252-453-8140	Technology Equipment		0	853	510	510	27	510
Subtotal: Supplies			3,834	5,197	5,220	5,220	2,803	6,420
012-1252-453-8420	Maintenance-Computer Software		9,500	0	0	0	0	0
	(moved to 012-1252-453-8513)							
Subtotal: Maintenance			9,500	0	0	0	0	0

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012-1252-453-8501	Utilities - Communications		8,078	8,078	8,078	8,078	5,385	8,078
012-1252-453-8504	Office Rental		46,783	46,614	56,190	56,190	50,594	56,190
012-1252-453-8505	Postage / Shipping Services		8,879	8,394	8,500	8,500	8,212	8,500
012-1252-453-8506	Travel / Training / Mileage		16,269	15,189	22,075	22,075	11,522	22,075
	Continuation:							
	Mileage	1,500						
	CTA Certification	50						
	TACVB Marketing Symposium	1,200						
	TACVB Sales Blitz & Training	1,300						
	TACVB Annual	1,300						
	Sales Calls	4,500						
	Chamber	675						
	Webinars & Workshops	400						
	iDSS Training	1,500						
	TDM Certification	500						
	TTIA- Summit	1,200						
	TTIA-Unity Dinner	1,200						
	DFWAE Day	500						
	OSAE	1,250						
	Tradeshow-Destination, TX	1,500						
	Tradeshow-Select Traveler	1,900						
	Tradeshow-TX Connect	1,600						
		22,075						
012-1252-453-8508	Utilities - Electric		3,034	3,016	3,200	3,200	1,336	3,200
012-1252-453-8511	Dues / Subscriptions / Licenses		5,555	5,863	7,000	7,000	5,262	6,739
	Continuation:							
	DFWAE	150						
	The Hotel Association	500						
	Texas Lakes & Trails	250						
	TSAE	395						
	Christian Meetings & Conventions	250						
	McKinney Chamber	275						
	TACVB	875						
	Chamber Alumni -Network	100						
	TTIA	1,090						
	MPI	479						
	DI-DMAI	1,500						
	THLA	250						
	OSAE	625						
		6,739						
012-1252-453-8513	Web Software Service		577	10,495	17,310	17,310	20,089	21,060
	Continuation:							
		<i>Web-based subscriptions</i>						

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	iDSS Database	6,000						
	Crowd Riff	14,000						
	Te	750						
	Dropbox	130						
	Robly	180						
		<hr/>						
		21,060						
012-1252-453-8515	Rental Fee (Equipment)		4,297	4,851	9,324	9,324	4,645	9,324
012-1252-453-8516	Professional / Contracted Services		3,595	5,875	6,750	6,750	6,180	6,870
	Continuation:							
	Civic Plus (Web)	3,000						
	Cleaning Service (\$225/mth)	2,820						
	Window Cleaning (\$40/mth)	480						
	A/C Maintenance Agmt (per lease)	570						
		<hr/>						
		6,870						
012-1252-453-8520	Marketing / Promotional		139,894	138,990	166,395	166,395	107,380	171,470
	Continuation:							
	<u>Promotional</u>							
	Co-op Team TX NTA	1,300						
	Trade Show Items	600						
	Tour TX-Web Display	5,000						
	Tourism Award	500						
	MPI online Listing	545						
	Peak Promotions: Promo Items	16,071						
	TSAE Online Promo	3,485						
	Chamber Awards Dinner	2,500						
	Nat'l Travel & Tourism Week	3,300						
	Bags-MPAC Bridal Show P-card Dee-dee	1,500						
	Re-print Visitors Guides	10,000						
	Staff- Logo Apparel	800						
	TTIA Unity Dinner- Legislative Yr.	500						
	Sales Calls Materials	1,000						
	Online Sports Destination Management	1,100						
	Sports Event (Web)	95						
	STR Reports	5,800						
	Naylor-TSAE Website	2,500						
	TSAE On line Buyes guide	1,250						
	TSAE On line Profile	310						
	Plants for Outside-Front of House	1,500						
	TX Connect Tradeshow	3,950						
	Trip Advisor (CO-OP w/Main St. Oktoberf	1,500						
	Networking- Staff	700						
	Day Tripper	1,200						

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	The Mckinney Shop Ad-High School Proc	900						
	Facebook	600						
	State the City -Chamber	334						
	Misc.	2,500						
	Select Travel-Tradeshaw	2,300						
	Association business secured	10,500						
	<u>Advertising</u>							
	TX State Travel Guide	3,825						
	Convention South Listing	95						
	Historic Calendar	125						
	See TX First (Co-op City Comm. &MCDC	5,650						
	Travel South	1,500						
	Texas Highways (3 ads @ 1475)	4,425						
	Tea in TX (1 yr.)	900						
	Certified Folder	1,500						
	Airport Brochure Co	1,250						
	TX Events Calendar Spring & Fall	1,800						
	Fort Hood Sentinel	400						
	Tiger Oaks (Meetings & Events)	9,300						
	Pioneer Publishing (Small Market Meetin	1,500						
	Texas Municipal League 1/4 page ad	1,260						
	Houston House & Home 2 ads at \$475	950						
	Chamber Map	750						
	Chamber Relo-Guide	400						
	Louisiana Efforts	1,000						
	Oklahoma Efforts	1,000						
	Arkansas Efforts	2,000						
	Austin Efforts	1,500						
	Parking Map- reprint Co-op w/City	1,500						
	Southern Living	1,500						
	Convention South	1,850						
	Authentic TX Magazine (2 x a year 900 e	1,800						
	Visitwidget	1,800						
	Successful Meetings	2,500						
	Tear Off Map	4,500						
	Texas Trails Map	750						
		141,470						
	Supplemental:							
	Advertising/Promotional Grants	30,000						
012-1252-453-8525	Printing / Reproduction Services		0	0	0	0	0	0
012-1252-453-8558	Utilities - Gas		770	836	1,000	1,000	682	1,000
012-1252-453-8568	Utilities - Water		110	155	150	150	97	150

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012-1252-453-8595	Technology Replacement Fee		0	7,176	7,176	7,176	4,784	3,788
012-9999-453-8815	Transfer to Risk/Insurance Fund	<i>WC/Liab Ins</i>	0	3,824	3,824	3,824	2,549	1,922
Subtotal: Services/Sundry			237,841	259,356	316,972	316,972	228,717	320,366
012-1252-456-9230	Technology Capital Equipment		0	0	0	0	0	0
Subtotal: Capital			0	0	0	0	0	0
TOTAL-Exp	MCVB Fund Total Expenditures		550,171	615,579	724,994	724,994	479,043	740,990
	MCVB Fund Surplus/(Deficit)		(91,079)	(2,690)	(50,584)	(50,584)	(29,053)	(23,930)
z	MCVB							