

CITY OF MCKINNEY, BUDGET FY 2015-2016 LINE ITEM DETAIL

Account Number	Account Description	Actual FY 11-12	Actual FY 12-13	Actual FY 13-14	Original FY 14-15	Revised FY 14-15	EOY Estimate FY 14-15	Proposed FY 15-16
MCKINNEY CONVENTION & VISITORS BUREAU FUND								
MCVB Revenues								
012-0000-361-1000	General Govt Interest	1,661	398	419	420	420	360	480
012-0000-369-1001	Other Income	0	1,711	4,239	0	0	0	3,000
012-0000-369-1004	Prior Years Expense	0	0	0	0	0	0	0
012-0000-391-1000	Transfer from Hotel/Motel Fund	459,370	459,370	485,000	355,000	355,000	355,000	456,270
012-0000-391-6000	Transfer from MCDC	0	0	0	0	0	0	0
TOTAL-Rev	MCVB Revenue Total	461,031	461,479	489,658	355,420	355,420	355,360	459,750

CITY OF MCKINNEY, BUDGET FY 2015-2016 LINE ITEM DETAIL

Account Number	Account Description	Actual FY 11-12	Actual FY 12-13	Actual FY 13-14	Original FY 14-15	Revised FY 14-15	EOY Estimate FY 14-15	Proposed FY 15-16
McKinney Convention & Visitors Bureau								
012-1252-451-8001	Administrative	113,938	101,844	108,750	121,067	121,067	124,662	135,493
012-1252-451-8002	Clerical	22,550	32,811	34,603	38,139	38,139	35,782	39,687
012-1252-451-8005	Part-Time	0	2,080	10,582	21,050	21,050	21,050	22,961
	Continuation: Staff Assistant PT							
			22,961					
012-1252-451-8006	Car Allowance	7,750	6,000	6,000	6,000	6,000	6,000	6,000
	Continuation: D. Guerra							
	B. Shumate		3,000					
			3,000					
			6,000					
012-1252-451-8008	Cell Phone Allowance	350	100	600	600	600	600	600
	Continuation: MCVB Director							
			600					
012-1252-451-8010	Overtime	0	937	0	0	0	0	0
012-1252-451-8011	Stability	1,120	785	965	1,145	1,145	1,145	1,325
012-1252-451-8012	Vacation	9,202	1,678	4,447	0	0	1,189	0
012-1252-451-8013	Sick	2,663	599	1,795	0	0	2,247	0
012-1252-451-8015	Holiday	5,171	4,408	5,259	0	0	3,925	0
012-1252-451-8016	Bereavement	0	734	0	0	0	0	0
012-1252-451-8017	Continuous Compensation Benefit	0	0	0	0	0	1,396	0
012-1252-451-8018	Workers Compensation Reimb	0	0	0	0	0	884	0
012-1252-451-8020	FICA	11,676	10,509	12,040	13,694	13,694	15,040	15,764
012-1252-451-8021	TMRS	22,333	21,658	24,709	26,317	26,317	27,677	27,942
012-1252-451-8022	Hospital & Life Ins	42,442	49,532	39,057	39,057	39,057	39,057	39,249
012-1252-451-8023	Workers Compensation	0	0	0	0	0	0	0
012-1252-451-8024	Wellness Dollars	2,163	2,400	1,800	1,800	1,800	1,800	1,800
012-1252-451-8043	Overtime - Special Events	0	0	0	0	0	0	0
012-1252-451-8070	Unemployment Compensation	0	0	0	0	0	0	0
012-1252-451-8080	Adjustments	0	0	0	0	0	0	0
Subtotal: Personnel		241,358	236,075	250,607	268,869	268,869	282,454	290,821
012-1252-453-8101	Office	1,037	2,357	2,443	2,550	2,550	2,550	2,550
012-1252-453-8103	Food (non-travel)	897	1,140	1,423	1,530	1,530	1,530	1,530
012-1252-453-8106	Minor Tools & Equipment	0	1,954	6,571	500	500	500	500
012-1252-453-8109	Photographic	0	0	0	0	0	0	0
012-1252-453-8115	Postage	3,880	5,953	5,660	5,120	8,620	8,620	8,500
012-1252-453-8140	Computer Hardware/Software	500	1,333	0	510	510	510	510
012-1252-453-8144	Communications Supplies	0	6,800	0	0	0	0	0
Subtotal: Supplies		6,314	19,537	16,097	10,210	13,710	13,710	13,590
012-1252-453-8420	Maintenance-Computer Software	2,156	2,844	1,399	1,428	1,428	1,428	8,928
	Supplemental: iDSS Database							
			7,500					
012-1252-453-8421	Maintenance-Computer Hardware	0	0	0	0	0	0	0
Subtotal: Maintenance		2,156	2,844	1,399	1,428	1,428	1,428	8,928
012-1252-453-8500	Communications Services	12,788	11,538	1,818	8,078	8,078	8,078	7/21/2013

CITY OF MCKINNEY, BUDGET FY 2015-2016 LINE ITEM DETAIL

Account Number	Account Description	Actual FY 11-12	Actual FY 12-13	Actual FY 13-14	Original FY 14-15	Revised FY 14-15	EOY Estimate FY 14-15	Proposed FY 15-16
012-1252-453-8502	Mileage	0	183	419	1,020	1,020	1,020	1,500
012-1252-453-8503	Insurance Or Bonds	0	0	0	0	0	0	0
012-1252-453-8504	Office Rental	49,654	51,086	45,600	45,600	46,265	46,265	45,600
012-1252-453-8506	Travel/Training	7,100	6,071	9,816	9,180	9,180	9,180	17,125
	Continuation:							
	TTIA Travel College	2,000						
	TX A&M Online Hospitality Certificati	25						
	Austin Sales Calls (year)	5,500						
	Louisiana Sales Calls (year)	850						
	Houston Sales Calls (year)	1,500						
	iDSS Training	1,500						
	TACVB Mid-Winter Conference	1,700						
	TACVB Annual	2,700						
	DFWATC Sales Call	750						
	CTA Certification	100						
	TDM Certification	500						
		17,125						
012-1252-453-8507	Publications	0	0	0	510	510	510	0
012-1252-453-8508	Utilities-Electric	0	2,365	3,052	3,200	3,200	3,200	3,200
012-1252-453-8510	Other - MCDC	0	0	0	0	0	0	0
012-1252-453-8511	Associations	5,818	4,639	4,204	6,120	6,120	6,120	5,875
	Continuation:							
	Dallas Fort Worth & Beyond	535						
	Texas Lakes & Trails	250						
	TSAE	375						
	Christian Meetings & Conventions	250						
	McKinney Chamber	275						
	TACVB	600						
	TTIA	1,050						
	DMAI	1,575						
	USA Travel Association	965						
		5,875						
012-1252-453-8515	Rental Fee	3,120	3,187	3,485	3,000	3,000	3,000	3,500
012-1252-453-8516	Ret Fee/Prof Service	8,550	6,975	4,956	3,870	3,870	3,870	3,870
	Continuation:							
	Cleaning Service (\$235/mth)	2,820						
	Window Cleaning (\$40/mth)	480						
	A/C Maintenance Agmt (per lease)	570						
		3,870						
012-1252-453-8517	Promotional	46,978	36,772	60,562	97,200	93,035	93,035	79,940
	Continuation:							
	Co-op Team Texas Albuquerque Ballc	675						
	Co-op Team Texas AARP Atlanta	675						
	Co-op Team Texas AARP Boston	675						
Other Funds	Co-op Team Texas ABA	750						

CITY OF MCKINNEY, BUDGET FY 2015-2016 LINE ITEM DETAIL

Account Number	Account Description	Actual FY 11-12	Actual FY 12-13	Actual FY 13-14	Original FY 14-15	Revised FY 14-15	EOY Estimate FY 14-15	Proposed FY 15-16
	Co-op Team Texas NTA	675						
	Trade Show Items	1,000						
	Tour Texas- Web Display	3,550						
	Tourism Award	200						
	MPI Online listing	545						
	Promo Items	20,000						
	(includes call to action item \$10,000 brown bags, give-a-ways, etc.)							
	Chamber Award Dinner	1,500						
	National Travel & Tourism Week	5,000						
	Board Gifts	500						
	Digital Bill board w/MPAC Bridal Shov	775						
	Batch Geo	1,000						
	Re-print visitors Guide	5,180						
	Staff organization logoed apparel	495						
	MIM Store Promo	1,000						
	TTIA Unity Dinner	500						
	Sales Call Materials	1,000						
	Online-Sports Destination Manageme	1,100						
	Reverse Latin Trade Show (State Co-	500						
	Sports Events (Web)	95						
	STR Reports	4,350						
	Trip Info	9,200						
	Southwest Showcase	2,000						
		62,940						
	Supplemental:							
	Promo-SEO Project & Radio (Pandora)	17,000						
012-1252-453-8520	Advertising	59,909	40,451	75,045	146,800	146,800	146,800	64,526
	Continuation:							
	Texas Monthly (Coop w/City Comm.-	3,107						
	Texas State Travel Guide	4,124						
	Griffon	1,013						
	Historic Calendar	100						
	See Texas First Co-op w/ City & CDC	5,000						
	Texas Highways	4,212						
	Tea in Texas (1 year)	1,000						
	Certified Folder	1,200						
	Texas Events Calendar	1,800						
	Texas Lake Trails	700						
	Tiger Oaks (TX Meetings & Events)	8,000						
	Shop Across TX	7,500						
	Pioneer Publishing (Small Market Mer	1,505						
	Motorventure (Ride Texas)	900						
	Texas Municipal League ad	1,015						
Other Funds	Houston House & Home	900						

CITY OF MCKINNEY, BUDGET FY 2015-2016 LINE ITEM DETAIL

Account Number	Account Description	Actual FY 11-12	Actual FY 12-13	Actual FY 13-14	Original FY 14-15	Revised FY 14-15	EOY Estimate FY 14-15	Proposed FY 15-16
	Courier (MIM) Store	1,500						
	Louisiana efforts	3,000						
	Oklahoma efforts	3,000						
	Arkansas efforts	3,000						
	Austin efforts	3,000						
	Oxford Magazine	2,655						
	Traveler Fund	950						
	Southern Living	4,845						
	San Antonio Magazine	500						
		64,526						
012-1252-453-8538	Temporary Personnel Services	0	0	0	0	0	0	0
012-1252-453-8558	Utilities-Gas	0	608	1,080	1,100	1,100	1,100	1,100
012-1252-453-8568	Utilities-Water	0	44	116	150	150	150	150
Subtotal: Services/Sundry		193,918	163,919	210,153	325,828	322,328	322,328	234,464
012-1252-456-9230	Hardware/Software	0	0	0	0	0	0	0
Subtotal: Capital		0	0	0	0	0	0	0
TOTAL-Exp	MCVB Fund Total Expenditures	443,746	422,375	478,256	606,335	606,335	619,920	547,803
	MCVB Fund Surplus/(Deficit)	17,285	39,104	11,402	(250,915)	(250,915)	(264,560)	(88,053)