

visit
McKinney

FY26 Proposed Budget Executive Summary



Hotel Motel Tax Fund

- Under Texas law, Hotel/Motel Tax must be expended under 2 criteria:
 - Criteria #1: Every expenditure must directly enhance and promote tourism and the convention and hotel industry.
 - Criteria #2: Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories for expenditure of local hotel occupancy tax revenues.
- Estimated FY26 Hotel/Motel Tax Collection
\$3,365,000

FY26 Budget Notes

Total operating costs up \$177,000 over FY25
Adopted Budget - \$1.55M to \$1.72M

- 1 Marketing and Promotional Increase.
- 2 Visitors Center Office Remodel - increase office space - to be considered once quotes are finalized.
- 3 Increased Travel/Training Budget to make up for rising travel costs and additional sales efforts.

CITY OF MCKINNEY, BUDGET FY 2025-2026 LINE ITEM DETAIL

Account Number	Description / Itemization	Actual FY 22-23	Actual FY 23-24	EOY Estimate FY 24-25	Continuation FY 25-26
MCKINNEY CONVENTION & VISITORS BUREAU FUND					
MCVB Revenues					
012-0000-361.10-00	General Govt Interest	2,992	4,868	3,000	3,000
012-0000-363.20-10	Lease - Office Space	0	0	0	0
012-0000-369.10-01	Other Income	3,878	62,563	49,260	44,260
012-0000-369.10-02	Cash Over / Short	(1)	0	0	0
012-0000-391.10-00	Transfer from Hotel/Motel Fund	1,030,000	1,282,000	1,452,000	1,702,000
012-0000-392.10-00	Sale of City Property	0	0	0	0
TOTAL-Rev	MCVB Revenue Total	1,036,869	1,349,431	1,504,260	1,749,260
McKinney Convention & Visitors Bureau					
012-1252-451.80-03	Full-Time	375,404	439,642	482,179	495,796
012-1252-451.80-05	Part-Time	28,896	35,158	42,906	43,589
	Continuation:				
	Staff Assistant (1 x 1000 hrs x rate/hr)	17,671			
	Staff Assistant (1 x 1560 hrs x rate/hr)	25,918			
		43,589			
012-1252-451.80-06	Car Allowance	0	0	0	0
012-1252-451.80-07	Incentive Pay	500	0	0	0
012-1252-451.80-08	Payroll Allowances	9,500	9,900	10,200	10,200
	Continuation:				
	<u>Cell Phone Allowances</u>				
	MCVB Director	1,200			
	MCVB Staff (\$600 x 4)	2,400			
	Digital Comm Coordinator	600			
	<u>Car Allowances</u>				
	MCVB Director	3,000			
	Communication & Media Specialist Sr.	3,000			
		10,200			
012-1252-451.80-10	Overtime	4,343	984	5,500	5,500
012-1252-451.80-11	Longevity / Stability	1,396	1,426	3,038	3,398
012-1252-451.80-18	Workers Comp Reimbursement	0	0	0	0
012-1252-451.80-20	FICA	31,501	36,493	41,602	42,724
012-1252-451.80-21	TMRS	59,997	74,168	84,610	87,125
012-1252-451.80-22	Health Benefits Fee	73,580	88,296	88,296	88,296
012-1252-451.80-24	Wellness Program Fee	3,000	3,600	3,600	3,600
012-1252-451.80-70	Unemployment Compensation	0	9,282	3,000	0
	Subtotal: Personnel	588,117	698,949	764,931	780,228
012-1252-453.81-01	Operational Supplies	3,962	5,454	8,000	8,000
012-1252-453.81-03	Food	3,333	4,336	5,000	5,000
012-1252-453.81-05	Sales Items - Merchandise	0	34,420	50,000	50,000
	Continuation:				
	McKinney Experience Center Store Merch	50,000			

CITY OF MCKINNEY, BUDGET FY 2025-2026 LINE ITEM DETAIL

Account Number	Description / Itemization	Actual FY 22-23	Actual FY 23-24	EOY Estimate FY 24-25	Continuation FY 25-26
012-1252-453.81-06	Non-Capital Equipment	3,522	2,259	9,724	724
	Continuation:				
	Office Furniture 724				
012-1252-453.81-30	Fuel	0	0	1,500	1,500
012-1252-453.81-40	Technology Equipment	6,557	1,479	1,150	1,150
Subtotal: Supplies		17,374	47,948	75,374	66,374
012-1252-453.84-10	Fleet Repair / Maintenance	0	0	750	750
012-1252-453.84-20	Maintenance-Computer Software <i>Moved to 8513</i>	0	41	0	0
Subtotal: Maintenance		0	41	750	750
012-1252-453.85-01	Utilities - Communications	8,078	8,078	8,078	8,078
012-1252-453.85-04	Office Rental <i>Rent & Property Tax</i>	(11,133)	2,628	62,940	62,940
012-1252-453.85-05	Postage / Shipping Services	525	751	1,000	1,000
012-1252-453.85-06	Travel / Training / Mileage	41,463	65,725	54,280	54,280
	Continuation:				
	Conference/Training/Event 17,775				
	Tradeshows/Sales Missions 30,475				
	Staff Training/Webinars 6,030				
	Supplemental:				
	Travel & Training 35,000				
012-1252-453.85-08	Utilities - Electric	3,127	5,277	5,000	5,000
012-1252-453.85-11	Dues / Subscriptions / Licenses	6,014	10,881	7,189	13,000
	Continuation:				
	AirDNA 288				
	CoStar Membership 901				
	Dallas Morning News 281				
	Destinations International 1,500				
	Make Music Day 350				
	McKinney Chamber 1,000				
	Misc. Dues 2,000				
	MPI 575				
	Salsa App Membership 1,200				
	Sam's Club Membership 50				
	Sports ETA 1,220				
	TACVB 1,840				
	THLA 300				
	TSAE 495				
	TTA 1,000				
	13,000				
012-1252-453.85-13	Web Software Services <i>Web-based subscriptions</i>	59,470	90,965	158,213	152,442
	Continuation:				
	ChatGPT 260				

CITY OF MCKINNEY, BUDGET FY 2025-2026 LINE ITEM DETAIL

Account Number	Description / Itemization		Actual FY 22-23	Actual FY 23-24	EOY Estimate FY 24-25	Continuation FY 25-26
	Canva	120				
	Crowd Riff	12,800				
	Dropbox	130				
	PlayEasy Sports Lead Generator	6,500				
	Robly	265				
	Simpleview Web Services	68,052				
	Zartico Data Software	25,531				
	Sign Up Genius	110				
	VisitWidget	4,200				
	Misc.	14,742				
	Salsa App - Photo Booth	4,266				
	Event Impact Calculator	3,951				
	Monday.com	700				
	CoStar - STR	10,815				
		152,442				
012-1252-453.85-15	Rental Fee (Equipment)		0	0	9,324	9,324
012-1252-453.85-16	Professional / Contracted Services		34,902	39,687	7,050	7,270
	Continuation:					
	A/C Maintenance Agmt (per lease)	300				
	Cleaning Service	5,600				
	Pest Control	300				
	Security	100				
	Window Cleaning	970				
		7,270				
012-1252-453.85-20	Marketing / Promotional <i>(Including legal notices)</i>		226,064	258,449	396,888	396,888
	Continuation:					
	Advertising	171,888				
	Board - Advertising/Promotional Grants	30,000				
	Promotional Collateral	30,000				
	Marketing Agency	40,000				
	Special Events & Sponsorship	25,000				
	Byron Nelson Marketing	50,000				
	GAP Incentive Program Funding	50,000				
		396,888				
	Supplemental:					
	Marketing/Ad Agency Phase 2	115,000				
012-1252-453.85-25	Printing / Reproduction Services		0	411	300	300
012-1252-453.85-50	Bank / Credit Card Fees		130	1,804	0	0
012-1252-453.85-58	Utilities - Gas		1,277	1,414	1,500	1,500
012-1252-453.85-68	Utilities - Water		85	175	850	850
012-1252-453.85-95	Technology Replacement Fee		8,694	11,486	9,194	9,194
012-9999-453.86-64	Lease Principal Payments		37,000	41,463	0	0

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012-9999-453.86-65	Lease Interest Payments	21,737	20,133	0	0
012-9999-453.88-15	Transfer to Risk/Insurance Fund <i>WC/Liab Ins</i>	2,053	2,053	4,363	4,363
Subtotal: Services/Sundry		439,487	561,381	726,169	726,429
012-1252-456.92-04	Vehicles / Fleet Equipment	0	0	36,457	0
012-1252-456.92-30	Technology Capital Equipment	0	0	0	0
Subtotal: Capital		0	0	36,457	0
TOTAL-Exp	MCVB Fund Total Expenditures	1,044,978	1,308,320	1,603,681	1,573,781
	MCVB Fund Surplus/(Deficit)	(8,109)	41,112	(99,421)	175,479
z	MCVB Fund				