

SUPPLEMENTAL REQUEST

FY 2014-15

Department: MCVB

Division: MCVB

Request Name: Fund Balance Draw Down

Prior Year Request? NO

Expanded Service Level ☐

New Program ☐

Description:

Due to the Hotel & Conference Center coming to fruition, we want to be able to sell and showcase the Conference Center as a place to have meetings. The majority of the groups we work with book their meetings anywhere from 5-7 years out, for this reason we want to pursue some Advertising & Promotional Campaigns that would allow us to accomplish the goals set forth by our Board.

Justification:

With the new Conference Center coming on, we need to be able to advertise and promote McKinney as a destination to hold meetings.

How does it relate to the Council Goals and Objectives?

This relates to Councils goals and objectives because the Conference Center will be owned by the City and it is the role of the CVB to bring groups, corporate meetings as well as visitors to McKinney.

Account Number	Account Description	Expense Item Description	One Time Cost	Recurring Cost	Total Cost
012-1252-453-8106	Minor Tools & Equipment	Side chairs -Board Room	1,150		1,150
012-1252-453-8140	Hardware/Software	purchase software to be able to do ads in house	1,000		1,000
012-1252-453-8517	Promotional	Target Market Study	15,000		15,000
012-1252-453-8520	Advertising	Advertising Gateway Conference Center	55,000		55,000

One Time Cost	\$	72,150
Recurring Cost	\$	-
Total Cost	\$	72,150

Personnel Details:

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

Revenue Impact:

Revenue Type	Revenue Item Description	Estimated Revenue