Attachment 1

05/22/06

ITEM P1a
DATE 5-25-06
STUDY SESSION

MESA ARIZONA
CONVENTION AND VISITORS BUREAU

Budget Overview

July 2006 through June 2007

	05-06 anticipated year end	06-07 proposed
Income		
410 Bed Tax - Gross	2,050,000	2,265,000
420 Co-op advertising	96,000	100,000
440 Prop 302 Program	204,000	255,000
Total Income	2,350,000	2,620,000
Expenses		
City Retainer	125,000	325,000
MARKETING EXPENSES		
505 Airport Marketing	25,000	100,000
510 Community Relations	200,000	200,000
520 Sales Dvlp/Services	17,000	25,000
525 Dues, Memberships	8,000	10,000
530 Advertising	290,000	355,000
531 4-City Co-op Program	71,000	65,000
533 Fam Trips	4,000	8,000
535 PR/Photo/Video	30,000	40,000
537 Postage	30,000	32,000
540 Printing	120,000	130,000
545 Promotions/Events	60,000	60,000
550 Research	17,000	25,000
557 Sales Blitz	16,000	20,000
560 Trade Shows	80,000	90,000
547 Prop 302 Program	205,000	255,000
Total Marketing Expenses	1,298,000	1,740,000
ADMINISTRATIVE EXPENSES		
605 Accounting/Misc	30,000	35,000
610 Building Insurance/Rent	32,000	32,000
620 Bldg Maintenance/Utilities	22,000	27,000
635 Employee Benefits/Prof Trng	76,000	95,000
660 Office Equip Maint/Lease	24,000	25,000
665 Office Supplies	12,000	15,000
670 Payroll Taxes	43,000	46,000
695 Salaries	550,000	590,000
710 Telephone	13,000	15,000
Total Administrative Expenses	802,000	880,000
Total Expenses	2,100,000	2,620,000
Difference	250,000	0

FIY 2006-07 Proposed DMA, City Assessment Participation, and Parking Management Budgets
NOT Including Proposed Staff Salary Adjustments

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Acct Code	Description	Gen Admin (Incl Exec & Policy) Div 31	P & O Promo Div 32	Bus Dev Committee Div 33	P & O Public Spc Div 34	TOTAL 06-07 Proposed SID No. 228 Budget	City Asmt Partic Div 35	TOTAL 06-07 Proposed DMA City Asmt Part Budget	TOTAL 06-07 Proposed Parking Mgmt Contract	TOTAL 06-07 PROPOSED DMA & PARKING BUDGETS
500	Total Contract Income	$248,678	$0	$0	$0	$248,678	$223,460	$472,138	$288,900	$761,038
501	Total Interest Earned	$1,300	$0	$0	$0	$1,300	$0	$1,300	$0	$1,300
504	Mesa Public Schools Svc Agmt	$1,180	$0	$0	$0	$1,180	$0	$1,180	$0	$1,180
505	UII Contract Service Fees	$6,000	$0	$0	$0	$6,000	$0	$6,000	$0	$6,000
508	Total Miscellaneous Income	$1,000	$0	$0	$0	$1,000	$0	$1,000	$0	$1,000
509	Total Bulkmail Income	$12,000	$0	$0	$0	$12,000	$0	$12,000	$0	$12,000
510	SID In-Doubt Collections (1%)	($2,487)	$0	$0	$0	($2,487)	$0	($2,487)	$0	($2,487)
511	Total DTF Ad Income	$4,800	$0	$0	$0	$4,800	$0	$4,800	$0	$4,800
	Total Projected Income	$272,471	$0	$0	$0	$272,471	$223,460	$495,931	$288,900	$784,831
601	Total Projected Payroll	$50,700	$28,520	$0	$16,600	$95,820	$125,045	$220,865	$186,150	$407,015
602	Total Employer's Medicare	$735	$414	$0	$241	$1,389	$1,813	$3,203	$2,699	$5,902
602	Total Employer's Soc Security	$3,143	$1,768	$0	$1,029	$5,941	$7,753	$13,694	$11,541	$25,235
602	Total Fed Unemployment Tax	$112	$112	$0	$112	$336	$112	$448	$112	$560
602	Total State Unemployment Tax	$122	$122	$0	$122	$365	$122	$487	$122	$609
603	Total Health/Life/Dental Ins	$17,910	$17,395	$0	$15,241	$50,546	$15,835	$66,381	$16,710	$83,091
604	Total Workers' Comp	$130	$48	$0	$419	$597	$1,898	$2,496	$762	$3,257
605	Total Event Parking Attendants	$0	$0	$0	$0	$0	$0	$0	$0	$0
605	Total Weed Control, etc.	$0	$0	$0	$0	$0	$0	$0	$0	$0
605	Total Pigeon Control	$0	$0	$0	$0	$0	$8,400	$8,400	$7,500	$15,900
605	Total High Pressure Clean	$0	$0	$0	$0	$0	$22,595	$22,595	$4,600	$27,195
605	Total Auditor	$1,500	$0	$0	$0	$1,500	$1,000	$2,500	$3,500	$6,000
606	Total Rent	$10,281	$0	$0	$0	$10,281	$8,226	$18,507	$10,870	$29,377
607	Total Utilities	$2,572	$0	$0	$0	$2,572	$2,058	$4,630	$2,720	$7,350
608	Total Telephone	$1,972	$0	$0	$0	$1,972	$1,578	$3,550	$2,085	$5,635
609	Total Insurance (Incl D&O)	$3,468	$0	$0	$2,500	$5,968	$4,774	$10,742	$6,308	$17,050
610	Total Copier Maint Agmt	$3,500	$0	$0	$0	$3,500	$3,000	$6,500	$600	$7,100
610	Total ADT Security Maint Agmt	$460	$0	$0	$0	$460	$375	$835	$0	$835
610	Total A/C Maint Agmt & Svc	$800	$0	$0	$0	$800	$0	$800	$0	$800
610	Total Misc Repair/Maintenance	$1,500	$0	$0	$0	$1,500	$1,000	$2,500	$600	$3,100
611	Total Equipment	$500	$0	$0	$0	$500	$500	$1,000	$2,000	$3,000
613	Total Printing	$1,200	$0	$0	$0	$1,200	$200	$1,400	$6,000	$7,400

FY 2006-07 Proposed DMA, City Assessment Participation, and Parking Management Budgets
NOT Including Proposed Staff Salary Adjustments

Acct Code	Description	Gen Admin (Incl Exec & Policy) Div 31	P & O Promo Div 32	Bus Dev Committee Div 33	P & O Public Spc Div 34	TOTAL 06-07 Proposed SID No. 228 Budget	City Asmt Partic Div 35	TOTAL 06-07 Proposed DMA City Asmt Part Budget	TOTAL 06-07 Proposed Parking Mgmt Contract	TOTAL 06-07 PROPOSED DMA & PARKING BUDGETS
614	Total Postage	$2,545	$550	$275	$0	$3,370	$50	$3,420	$200	$3,620
616	Total Office Supplies	$1,500	$2,200	$0	$0	$3,700	$250	$3,950	$2,000	$5,950
616	Total Uniform/Shoe Expense	$0	$0	$0	$0	$0	$500	$500	$500	$1,000
616	Total Maintenance Supplies	$0	$0	$0	$500	$500	$1,000	$1,500	$750	$2,250
617	TV Staff Vehicle Exp Reimburse	$750	$0	$0	$0	$750	$0	$750	$0	$750
617	DW Staff Vehicle Exp Reimburse	$0	$750	$0	$0	$750	$0	$750	$0	$750
617	GM Staff Vehicle Exp Reimburse	$0	$0	$0	$0	$0	$0	$0	$500	$500
618	Total Conf/Seminars/Training	$3,200	$0	$0	$0	$3,200	$0	$3,200	$2,750	$5,950
619	Total Dues/Subscriptions	$2,593	$0	$0	$0	$2,593	$0	$2,593	$615	$3,208
620	Total Taxes/Licenses	$100	$0	$0	$0	$100	$450	$550	$400	$950
621	Total Copier Lease Expense	$3,500	$0	$0	$0	$3,500	$2,500	$6,000	$0	$6,000
623	Total Vehicle Expense	$0	$0	$0	$1,500	$1,500	$1,000	$2,500	$3,000	$5,500
624	Total Equip Rental Expense	$0	$0	$0	$0	$0	$100	$100	$0	$100
626	FOCUS Printing Expense	$0	$20,615	$0	$0	$20,615	$0	$20,615	$0	$20,615
626	FOCUS Mailing Expense	$0	$2,860	$0	$0	$2,860	$0	$2,860	$0	$2,860
626	FOCUS Misc Expense	$0	$150	$0	$0	$150	$0	$150	$0	$150
627	Total Outside Bulkmail	$12,000	$0	$0	$0	$12,000	$0	$12,000	$0	$12,000
628	Meeting/Comm Svc Expense	$1,800	$250	$480	$250	$2,780	$600	$3,380	$0	$3,380
630	Total Bus Tour Event	$300	$0	$0	$0	$300	$0	$300	$0	$300
630	Total Mixers/Socials	$2,000	$0	$0	$0	$2,000	$0	$2,000	$0	$2,000
630	Total Misc Adv/Promo/Mrkt	$5,000	$0	$0	$0	$5,000	$1,000	$6,000	$0	$6,000
632	Total Bonuses	$8,000	$0	$0	$4,400	$12,400	$4,400	$16,800	$3,000	$19,800
650	Intra-Acct Contract Svc Fees	$0	$0	$0	$0	$0	$0	$0	$0	$0
642	Simple Retirement Fund	$1,521	$65	$0	$408	$1,994	$2,251	$4,245	$5,181	$9,427
635	Clean Safe & Sound	$0	$0	$0	$0	$0	$0	$0	$0	$0
633	Contingency	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Gen Admin Alloc to Committees	($123,603)	$50,895	$43,625	$29,083					$0
298	Reserve Fund	$0	$0	$0	$0	$0	$0	$0	$0	$0
	TOTAL EXPENSES	$21,812 [1]	$126,714 [1]	$44,380 [1]	$72,405 [1]	$265,310	$220,386	$485,696	$283,775	$769,471
						$7,161	$3,074		$5,125	$15,360 [2]

NOTES:
[2] Amount available for other specific programming, staff salary/bonus/fringe adjustments, and/or contingency

Administrative Adjustments to Preliminary Budget FY 2006/07

APPROPRIATIONS

1	Programs funded from the Sales Tax portion of the "Cut List" with the passage of the $0.20 Sales Tax	$	11,387,628
2	Program Capital Contingency Funds to ensure that projected Sales Tax growth will be realized in FY 2006/07	$	4,436,000
3	Transportation programs funded with the passage of the $0.30 Sales Tax	$	24,323,000
4	Increase funding for the City of Mesa contribution to equal $1.7 million to WGAA to maintain a majority position on the management board	$	200,000
5	Fund the reimbursement for development fees paid to the City	$	2,500,000
6	Fund additional costs for city memberships, representation costs, document imaging costs for public safety and public defender costs	$	193,341
7	Provide 5 additional staff to increase sales tax revenue collections, increase financial accountability and improve customer service (net impact)	$	56,156
8	Replace 6 solid waste refuse vehicles that will recover the purchased cost by the 4th year, (use existing fund balance in the SW program)	$	1,389,000
9	Changes in Contingency Reserves	$	4,298,000
10	Other miscellaneous changes	$	(3,512,125)
	Grand Total of Appropriated Changes	$	45,271,000

REVENUES

1	Additional Sales Tax Revenue over the Preliminary Budget (Half Cent Sales Tax increase)	$	40,147,000
2	Net additional LTAF General Fund revenue savings	$	100,000
	Increased revenues from FY 2005/06 & 2006/07 utility revenues based on receipts to date	$	3,874,000
3	Institute a federal compliance environmental fee, net impact ($250,000 to be added for consultant charges)	$	850,000
4	Fund Fire Prevention Fee based on direction from City Council	$	300,000
5	Institute a Crime Free Programm fee ($135,000 in the Preliminary Budget)		
	Grand Total of Revenue Changes	$	45,271,000