

PROPOSED BUDGET



FISCAL YEAR 2021-2022

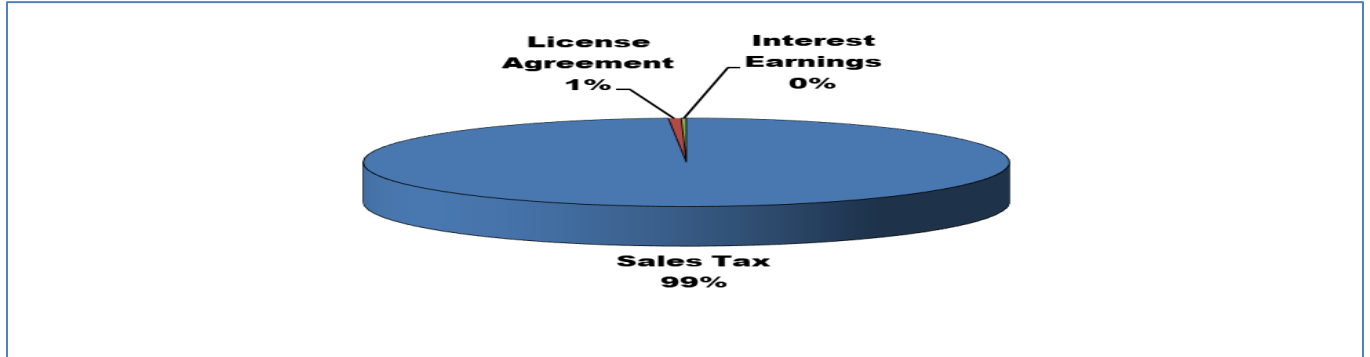
SPECIAL REVENUE FUNDS

ECONOMIC DEVELOPMENT CORPORATION (FORMERLY PARKS DEVELOPMENT CORPORATION)

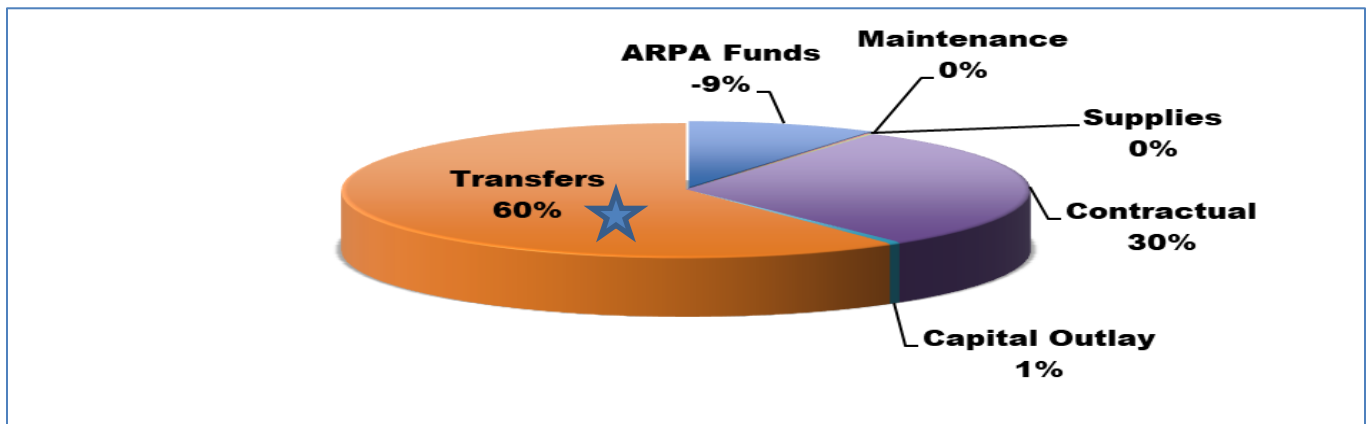
Voters established the Watauga Parks Development Corporation Sales Tax Fund to account for a ½ cent sales tax increase in May 1994 under the 4b Economic Development Legislation. The purpose of the increase in sales tax is to build city parks and improve existing parks under the supervision of the Watauga Parks Development Corporation. In May 2012, voters approved a reduction of the sales and use tax for the Watauga Parks Development Corporation to ¼ of one percent and reallocate ¼ of one percent for maintenance and repairs of municipal streets. This reduction took place on October 1, 2012. In FY2018-19 the corporation's name was changed to Economic Development Corporation and the focus was redirected to economic development within the City. Sales tax revenues for FY2022 are expected to be \$775,000.

This Special Revenue Fund is used to account for specific revenues that are legally restricted to expenditures for particular purposes. The fund is accounted for on the modified accrual basis of accounting. Revenues are recorded when available and measurable, and expenditures are recorded when liability is incurred.

Where Does the Money Come From?



Where Does the Money Go?



Note: Transfers to general fund cover personnel expenses and debt

SPECIAL REVENUE FUNDS

ECONOMIC DEVELOPMENT CORPORATION BUDGET SUMMARY - FUND 04

	HISTORY	PROJECTED YEAR		BUDGET	%CHANGE	BUDGET
	2019-2020 Actual	2020-2021 Current Budget	2020-2021 Projected	2021-2022 Budget	FY2021-2022 vs 2020-2021	2022-2023 Forecast
Fund Balance, October 1*	\$880,886	\$1,174,604	\$1,242,173	\$1,504,356		\$1,737,089
<u>Revenues:</u>						
Sales Taxes	744,464	705,000	760,000	775,000	9.9%	790,000
License Agreement - Property	0	28,800	0	0	-100.0%	0
Interest Earnings	5,301	5,000	1,500	2,000	-60.0%	2,500
License Agreement - Services	0	7,000	2,000	5,000	-28.6%	8,000
Operating Revenues	\$ 749,765	\$ 745,800	\$ 763,500	\$ 782,000	4.9%	\$ 800,500
Total Available Resources	\$ 1,630,651	\$ 1,920,404	\$ 2,005,673	\$ 2,286,356		\$ 2,537,589
<u>Expenditures:</u>						
Business Retention	7,684	8,700	10,177	6,610	-24.0%	37,700
Business Retention - ARPA	0	0	(25,000)	(60,000)	0.0%	0
Give and Get Phase I (100% Grant)	0	0	25,000	0	0.0%	0
Give and Get Phase II (100% Grant)	0	0	0	25,000	100.0%	0
Small Business Dev. (50% Grant)	0	0	0	30,000	100.0%	0
Support Local (100% Grant)	0	0	0	20,000	100.0%	0
Business Attraction	49,775	28,250	28,510	36,750	30.1%	36,600
General Administration	36,549	84,510	84,496	89,030	5.3%	87,600
Parks Department	0	0	0	0	0.0%	0
Operating Expenditures	94,008	121,460	123,183	147,390	21.3%	161,900
<u>Operating Transfers-Out</u>						
To General Fund	194,292	222,281	222,281	254,800	14.6%	319,598
To Internal Service Fund	0	0	0	0	0.0%	0
To Debt Service	100,178	157,503	155,853	147,078	-6.6%	153,178
Total Operating Transfers-Out	294,470	379,784	378,134	401,878	5.8%	472,776
TOTAL OPERATING & TRANSFERS	\$ 388,478	\$ 501,244	\$ 501,317	\$ 549,268	9.6%	\$ 634,676
Fund Balance, September 30	\$1,242,173	\$1,419,160	\$1,504,356	\$1,737,089		\$1,902,913
CHANGE IN FUND BALANCE	\$361,287	\$244,556	\$262,183	\$232,733		\$165,825

*Includes debt service fund balance

SPECIAL REVENUE FUNDS

DEPARTMENT: ECONOMIC DEVELOPMENT

DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION – FUND 04

LOCATION:

7105 Whitley Road
Watauga, Texas 76148
Phone Number: 817-514-5800

HOURS OF OPERATION:

Monday – Friday 8:00 A.M. – 5:00 P.M.

MISSION / PROGRAMS / SERVICES:

To advance the economic strength of Watauga through business and community support programs, public education and strategic partnerships.

FY2020-2021 HIGHLIGHTS / ACHIEVEMENTS:

- Implemented monthly business retention site visits
- Launched an online open portal business directory hosted by Blutot Technologies
- Hired a Media Specialist to assist businesses with promotion and advertising
- Conducted “Explore Watauga” for the 2020 Holiday Season as a Shop Local Campaign
- Conducted “Takeout Tuesday” in the Spring of 2020 to encourage support of local restaurants during the pandemic
- Implemented Business Spotlight video series
- Implemented a business registration program
- Held strategic planning session to update the existing WEDC Strategic Plan and prepare for the future
- Submitted a grant application for a restaurant incubator to the EDA in January 2021
- Implemented Shop Small initiatives (installed shop local park amenities and CEVMS signs)

FY2021-2022 GOALS/ OBJECTIVES:

- Incorporate performance metrics in the monthly financial report provided to the WEDC Board
- Develop an Incentive Policy for Board consideration
- Develop and implement a Small Business Development Program
- Develop a Business Retention Program
- Develop a Business Mentor Program
- Complete a Food Business Park area included in Capp Smith Park
- Implement the Advertising Program for local businesses
- Continue support of Shop Small Business programs
- Continue Business Spotlight video series
- Seek tourism development opportunities
- Continue New Business Attraction through Retail Coach contract
- Complete the development and launch of the WEDC website

MAJOR BUDGETARY ISSUES AND OPERATIONAL TRENDS:

In November 2020, the City placed a measure on the ballot requesting voters consider reallocating funds dedicated to Street Maintenance to Economic Development (4B). The measures failed, thus some of the programs, in support of local business, were required to be scaled back due to the WEDC’s inability to fund without the additional revenue.

SPECIAL REVENUE FUNDS

DEPARTMENT: ECONOMIC DEVELOPMENT
DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION - FUND 04

EXPENDITURES	2019-2020 ACTUAL	2020-2021 ORIGINAL BUDGET	2020-2021 REVISED BUDGET	2020-2021 PROJECTED	2021-2022 BUDGET
Non-Departmental	\$0	\$0	\$0	\$0	\$0
Personnel	\$0	\$0	\$0	\$0	\$0
Supplies	\$606	\$700	\$1,085	\$770	\$1,100
Maintenance	\$0	\$0	\$0	\$0	\$900
Contractual/Sundry	\$93,402	\$108,760	\$117,875	\$144,913	\$201,690
Capital Outlay	\$0	\$2,500	\$2,500	\$2,500	\$3,700
Transfers	\$294,470	\$389,284	\$379,784	\$378,134	\$401,878
ARPA Funds Credit				(\$25,000)	(\$60,000)
TOTAL	\$388,478	\$501,244	\$501,244	\$501,317	\$549,268

PERFORMANCE MEASURES / SERVICE LEVELS

<i>Input / Demand</i>	<i>Actual 19-20</i>	<i>Budget 20-21</i>	<i>Projected 20-21</i>	<i>Budget 21-22</i>
Staff Dedicated	N/A	N/A	N/A	N/A
Volunteers		5		
Inquiries Received		25		

<i>Output/ Workload</i>	<i>Actual 19-20</i>	<i>Budget 20-21</i>	<i>Projected 20-21</i>	<i>Budget 21-22</i>
Project Files Opened		15		
Cilents Served		15		
Jobs Created		35		
Potential New Business Calls/Contacts		170		
Responses Submitted		155		
Board Meetings Held		12		

<i>Efficiency Measures / Impact</i>	<i>Actual 19-20</i>	<i>Budget 20-21</i>	<i>Projected 20-21</i>	<i>Budget 21-22</i>
M & O percentage of City budget	0.70%	1.06%	1.06%	
M & O budget per capita	16	\$21.09	\$21.09	\$23.11

<i>Effectiveness Measures / Outcomes</i>	<i>Strategic Goals</i>	<i>Actual 19-20</i>	<i>Budget 20-21</i>	<i>Projected 20-21</i>	<i>Budget 21-22</i>
Business Closures			15		
Business Retention Visits			200		
Small Business Development			10		
New Businesses Opened			25		
Redevelopment Projects			10		
New Development Projects			5		



SPECIAL REVENUE FUNDS

BUDGET CHANGES

Fiscal Year 2021-22 Compared to Fiscal Year 2020-21 Original Budget

DEPARTMENT: ECONOMIC DEVELOPMENT				
DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION - FUND 04				
DESCRIPTION	CATEGORY	ONE-TIME	ON-GOING	CHANGE EXPLANATION
CHANGES:				
Business Retention - Special Services	Contractual/Sundry		(\$140)	Adjustment in Business Milestones
Business Retention - Contractual Svs	Contractual/Sundry		\$1,950	Bludot Subscription Addition
Business Retention - Contractual Svs	Contractual/Sundry		\$30,000	Small Business Dev. Program Addition
Business Retention - Contractual Svs	Contractual/Sundry		(\$3,000)	Retail Development In-House Deletion
Business Retention - Contractual Svs	Contractual/Sundry		\$20,000	Support Local Programs Addition
Business Retention - Contractual Svs	Contractual/Sundry	\$25,000		Give & Get Program Phase 2
Business Retention - Events	Contractual/Sundry		\$500	Business Expo/Small Bus. Week Increase
Business Attraction - Advertising	Contractual/Sundry		\$4,100	WEDC Logo Items Increase
Business Attraction - Advertising	Contractual/Sundry		\$2,400	Shop Small Saturday Addition
Business Attraction - Advertising	Contractual/Sundry		\$500	Small Business Week Campaign Addition
Business Attraction - Advertising	Contractual/Sundry		\$1,000	Luv Local Stickers Addition
Business Attraction - Advertising	Contractual/Sundry		\$500	Explore Watauga Campaign Addition
General Admin. - Wearing Apparel	Supplies		\$400	Apparel for Staff & Board Members
General Admin. - Software Maintenance	Maintenance		\$900	Adobe Suite for Media Specialist
General Admin. - Travel Expense	Contractual/Sundry		(\$600)	Economic Dev. Strategic Plan Deletion
General Admin. - Travel Expense	Contractual/Sundry		\$750	Retail Live Addition
General Admin. - Travel Expense	Contractual/Sundry		\$250	Sales Tax Workshop Addition
General Admin. - Travel Expense	Contractual/Sundry		\$3,900	TEDC Basic Training for Board Addition
General Admin. - Travel Expense	Contractual/Sundry		\$2,000	TML ED Conference Addition
General Admin. - Travel Expense	Contractual/Sundry		\$500	IEDC Conference Cost Adjustment
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$50	TEDC Membership Dues Cost Adjustment
General Admin. - Dues/Subscriptions	Contractual/Sundry		(\$505)	ED Marketing Deletion
General Admin. - Dues/Subscriptions	Contractual/Sundry		(\$505)	IEDC ED Strategies Deletion
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$300	Retail Live Addition
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$500	Sales Tax Workshop Addition
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$500	TML ED Conference Addition
General Admin. - Training	Contractual/Sundry		\$700	ED Training for Board Members Adjustment
General Admin. - Printing & Binding	Contractual/Sundry		\$1,000	Strategic Plan Document Addition
General Admin. - Printing & Binding	Contractual/Sundry		\$30	General Costs Increase Adjustment
General Admin. - Contractual Services	Contractual/Sundry		(\$8,750)	GIC Consulting Services Deletion
General Admin. - Contractual Services	Contractual/Sundry		\$10,000	Gov Pilot Subscription Addition
General Admin. - Other Equipment	Capital Outlay	\$1,200		Camera for Media Specialist
Transfer to General Fund	Transfers	\$12,594		Allocation Adjustment
ARP Funds Credit		(\$60,000)		ARP Funding Adjustment
CHANGES TOTAL:				
		(\$21,206)	\$69,230	
TOTALS:		(\$21,206)	\$69,230	

\$48,024 **NET INCREASE/DECREASE**

Allocations Information



**SCHEDULE A - Estimated Cost for Economic Development Corporation
2021-2022**

Prepared by: Finance Director Sandra Gibson Phone #: 817-514-5822

Salary/ Benefits Personnel

Staff	Description	Annual hours	Salary + Benefits Calculation
City Secretary - TOTAL			
City Secretary 25% Oct-Feb 15% March-September	Agenda Prep/Posting/Meetings		\$5,798
Records Secretary 10%	Records Retention/PIA	208	\$4,919
Deputy City Secretary 10%	Agenda Prep/Minutes/Resolutions	208	\$6,589
Finance - TOTAL			
Finance Director & Asst. FD- Total 35 hours	Monthly Report	3	\$2,164
	EDC Attendance	12	
	Annual Budget	20	
Financial Analyst	Monthly Report	5	\$140
Purchasing personnel	Purchasing/Accounts Payable	10	\$267
Information Technology - TOTAL			
Media Specialist 85% of total compensation	Marketing	1768	\$54,130
	Website/Updates/Projects		
Public Works - TOTAL			
	Projects - Food Truck, Branding Signs	95	\$4,356
	Project Coordination/Oversight		
	Food Truck, Branding Sign		
Admin Asst. - EDC 50% of total compensation			
	Business Retention/Scheduling		
Business Retention Total	36 hours each for Police Department & Fire Department Staff	72	\$6,136
City Manager - TOTAL			
EDC Director Role and 50% City Manager Role	50% of Salary & Benefits		\$141,923
Sub-total			\$250,024
Other Items			
Annual Audit Allocation	4% of Total		\$2,000
Codification Fees	15% of Total		\$900
Civil Space	25% of Total		\$1,875
Sub-total			\$4,775
TOTAL			\$254,799

SPECIAL REVENUE FUNDS
ECONOMIC DEVELOPMENT CORPORATION
BUDGET SUMMARY
FUND 05 - CAPITAL PROJECTS

	HISTORY	PROJECTED YEAR		BUDGET	BUDGET
	2019-2020 Actual	2020-2021 Budget	2020-2021 Projected	2021-2022 Proposed	2022-2023 Forecast
Fund Balance, October 1	\$244,179	\$43,347	\$38,835	\$29,835	\$20,335
<u>Revenues:</u>					
Interest Earnings	989	1,000	1,000	500	500
Proceeds from Sale of Assets	0	0	0	0	0
Transfer from PDC Sales Tax Fund	0	0	0	0	0
Other Financing Sources	0	0	0	0	0
Matching Grants	0	0	0	0	0
Total Revenues	\$ 989	\$ 1,000	\$ 1,000	500	500
Total Available Resources	\$ 245,167	\$ 44,347	\$ 39,835	30,335	20,835
<u>Expenditures:*</u>					
Shade Structure - BISD Park	0	0	0	0	0
Foster Village Improvements	0	0	0	0	0
Shade Structure - Indian Springs	0	0	0	0	0
Park Equipment (Picnic Pads, etc.)	0	0	0	0	0
Capp Smith Park Improvements	206,332	0	0	0	0
Capp Smith Improvements EDC	0	0	0	0	0
Contingency	0	40,000	10,000	10,000	15,000
Total Expenditures	206,332	40,000	10,000	10,000	15,000
<u>Other Expenditures</u>					
Transfer to PDC Debt Service	0	0	0	0	0
Total Other Sources (Uses)	0	0	0	0	0
REVENUES OVER (UNDER) EXPENSES	(\$205,343)	(\$39,000)	(\$9,000)	\$ (9,500)	\$ (14,500)
Fund Balance, September 30	\$38,835	\$4,347	\$29,835	\$20,335	\$5,835
CHANGE IN FUND BALANCE	(\$205,343)	(\$39,000)	(\$9,000)	(\$9,500)	(\$14,500)