

CITY OF THE COLONY
2008-2009
ANNUAL BUDGET

SPECIAL EVENTS

PAM NELSON
Community Services Director

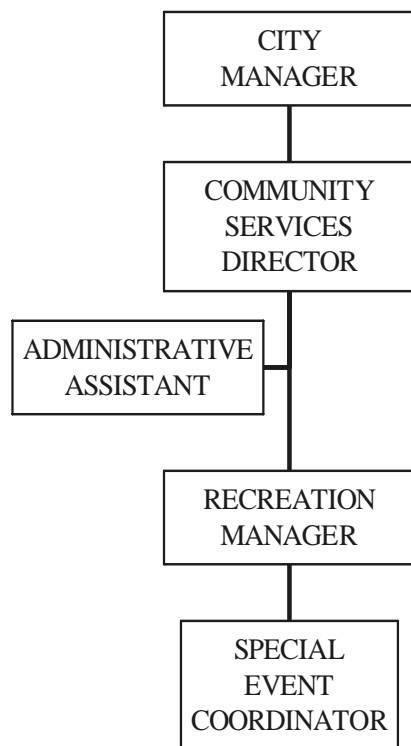
DAVID SWAIN
Recreation Manager

SPECIAL EVENTS FUND

The Special Events Fund provides special events and activities for the residents of The Colony. Projects included are the July 4th, Christmas holiday, Pirate Days, Veterans Day and other events.

The main source of funding comes from the Hotel/Motel tax revenues, with additional funding provided through the General Fund, donations (sponsorships) and other miscellaneous revenues.

SPECIAL EVENTS ORGANIZATIONAL CHART 2008-2009 BUDGET



SPECIAL EVENTS FUND
Revenue & Expenditure Projections
For Revised 2007-2008 & 2008-2009 Budget Years

	2004-2005 Actual	2005-2006 Actual	2006-2007 Actual	2007-2008 Budget	2007-2008 Revised	2008-2009 Budget Revised
REVENUES:						
Donations & Sponsorships	3,370	6,119	10,171	7,000	7,676	10,200
Sail Fair Revenues	-	68,099	3,630	-	-	-
Investment Income	580	1,635	3,914	750	3,000	750
Miscellaneous	7,155	16,180	4,097	9,300	16,950	17,800
TOTAL REVENUES	11,105	92,033	21,812	17,050	27,626	28,750
TRANSFERS IN:						
Transfer from - General Fund	10,000	10,000	23,000	13,000	13,000	13,000
Transfer from - CDC	-	-	3,126	-	-	-
Transfer from - Hotel/Motel Tax	40,000	125,000	109,500	100,000	100,000	206,500
TOTAL TRANSFERS IN	50,000	135,000	135,626	113,000	113,000	219,500
TOTAL REVENUES/TRANSF.	61,105	227,033	157,438	130,050	140,626	248,250
EXPENDITURES:						
Personnel	-	-	32,331	56,312	58,790	66,301
4th of July Celebration	47,971	59,192	38,175	54,575	57,575	57,575
Christmas Decorations	6,617	5,350	6,433	5,825	9,793	7,825
Christmas Light Show	-	-	10,057	5,000	6,323	3,000
Sail Fair	-	118,241	(12,458)	-	-	-
Veterans Day	-	-	-	-	-	41,500
Pirate Days	-	-	-	-	50,000	50,000
Haunted House	-	-	-	-	-	10,000
Other Events	1,030	9,848	9,635	14,170	16,708	21,250
Capital Outlay	-	-	-	-	-	-
TOTAL EXPENDITURES	55,618	192,631	84,173	135,882	199,189	257,451
TRANSFERS OUT:						
Transfer - General Fund	-	15,000	-	-	-	-
TOTAL TRANSFERS OUT	-	15,000	-	-	-	-
TOTAL EXPENDITURES/TRANS.	55,618	207,631	84,173	135,882	199,189	257,451
EXCESS (DEFICIENCY)	5,487	19,402	73,265	(5,832)	(58,563)	(9,201)
BEGINNING FUND BALANCE	27,119	32,606	52,008	125,273	125,273	66,710
ENDING FUND BALANCE	32,606	52,008	125,273	119,441	66,710	57,509

COST CENTER: Special Events**FUND: 723 - Special Events Fund****PROGRAM DESCRIPTION**

The Colony Parks and Recreation's Special Events branch exists to solicit, plan and produce entertaining experiences for residents and visitors to the city while aiding in establishing the city's identity as a family friendly lakeside community.

GOALS AND OBJECTIVES

Goal: To plan, organize, and execute events that are unique to The Colony and portray the city in a positive light.

Objective: Continually conduct research that will support the creation of new and exciting events that target the demographic, needs and wishes of citizens within the city.

Objective: Originate creative sponsorship plans and opportunities that will allow local businesses to financially invest in the events of the city.

Objective: Work diligently with other city departments (police, fire, inspections) to execute well organized, safe and fun events.

Goal: To provide the public with user-friendly and cost effective methods to participate in city special events.

Objective: Offer trouble-free registration for special events by accepting phone-in, mail-in and walk-in registration forms, available in both electronic and hard-copy format.

Objective: Accurately reflect current market trends and competitive price points for registration and admission fees.

Goal: To be the communication point and information source for the public interested in participating in the City's event programs.

Objective: Produce informational press releases for each event that will be distributed to local media.

Objective: Work directly with the Communications Director to utilize all avenues of city communication (i.e. Cable channel promotions, City website postings, inter-office communications)

Objective: Write/produce print, photographic, audio/visual and multi-media presentations that will advertise the success of city special events to staff, council, citizens and potential sponsors.

PERSONNEL DETAIL	2006-2007 ACTUAL	2007-2008 PROJECTED	2008-2009 BUDGET
Special Events Coordinator	1	1	1
DEPARTMENT TOTAL	1	1	1

COST CENTER: Special Events

FUND: 723 - Special Events Fund

EXPENDITURE SUMMARY	2006-2007 ACTUAL	2007-2008 PROJECTED	2008-2009 BUDGET
Personnel Services	\$ 32,331	\$ 58,790	\$ 66,301
Contractual Services	43,177	140,232	191,150
Supplies	8,665	167	-
Maintenance	-	-	-
DEPARTMENT TOTAL	\$ 84,173	\$ 199,189	\$ 257,451

PERFORMANCE INDICATORS & MEASUREMENTS	2006-2007 ACTUAL	2007-2008 PROJECTED	2008-2009 BUDGET
Overall attendance at events	14,500	20,000	25,000
Number of Friends of The Colony volunteer hours at special events	145	345	350
Sponsorship revenue	\$7,326	\$6,700	\$6,700
Revenue from event registration	4,097	15,000	16,000

COST CENTER: Special Events**FUND: 723 - Special Events Fund**

ACCT. NO.	ACCOUNT DESCRIPTION	2006-2007 ACTUAL	2007-2008 PROJECTED	2008-2009 BUDGET
6105	Market Adjustments	\$ -	\$ -	\$ 5,000
6109	Merit Increases	-	-	1,810
6110	Salaries	23,644	37,436	37,447
6111	Salaries, Overtime	842	6,000	6,248
6114	Hospitalization Insurance	2,847	4,834	5,022
6115	Social Security Taxes	1,789	3,222	3,496
6117	Retirement Contributions	3,138	5,648	5,628
6118	Uniforms	69	150	150
6125	Education and Training	-	900	900
6126	Travel Expense	-	500	500
6127	Membership and Dues	-	100	100
6213	Contractual Services	41,337	3,547	-
6236	Advertising and Legal Notices	162	-	-
6244	Telephone Expense	-	480	480
6255	Fourth Of July	-	57,575	57,575
6256	Sail Fair	(12,458)	-	-
6257	Christmas	637	9,793	7,825
6257-0001	Christmas Light Show	10,057	6,323	3,000
6258	Bow-Wow Pow-Wow	-	2,350	2,350
6259	Parent Child Event	-	1,294	1,750
6260	Easter Egg Hunt	-	2,050	2,550
6261	Kids Chase	-	700	700
6262	Halloween Campout	-	1,400	3,000
6263	Miscellaneous Events	-	2,620	2,120

COST CENTER: Special Events**FUND: 723 - Special Events Fund**

ACCT. NO.	ACCOUNT DESCRIPTION	2006-2007 ACTUAL	2007-2008 PROJECTED	2008-2009 BUDGET
6264	Back to School	-	-	2,300
6265	Movies In The Park	-	-	1,000
6266	Veterans Day	-	-	41,500
6267	Arbor Day	-	-	3,500
6268	Pirate Days	-	50,000	50,000
6269	Haunted House	-	-	10,000
6275	Equipment Rental	3,444	2,100	1,500
6315	Program Supplies	6,619	167	-
6390	Miscellaneous Supplies	2,046	-	-
DEPARTMENT TOTAL		\$ 84,173	\$ 199,189	\$ 257,451