

**CITY OF THE COLONY
2009-2010
ANNUAL BUDGET**

SPECIAL EVENTS

PAM NELSON
Community Services Director

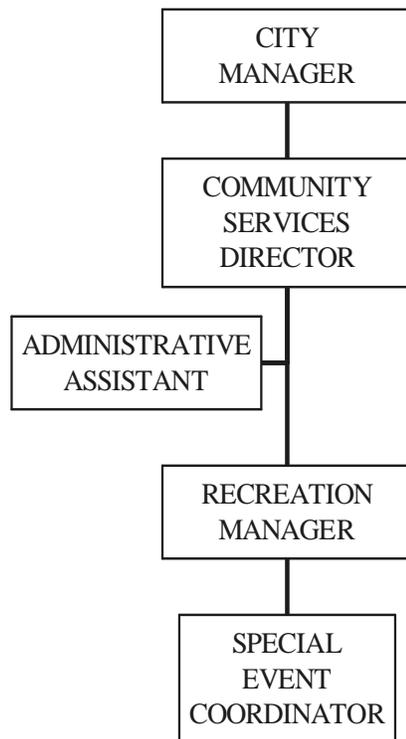
DAVID SWAIN
Recreation Manager

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 2009-2010 BUDGET



SPECIAL EVENTS FUND
Revenue & Expenditure Projections
For Revised 2008-2009 & 2009-2010 Budget Years

	2005-2006 Actual	2006-2007 Actual	2007-2008 Actual	2008-2009 Budget	2008-2009 Revised	2009-2010 Budget
REVENUES:						
Donations & Sponsorships	6,119	10,171	14,650	10,200	13,974	10,200
Sail Fair Revenues	68,099	3,630	-	-	-	-
Investment Income	1,635	3,914	3,411	750	1,000	1,000
Miscellaneous	16,180	4,097	21,796	17,800	19,150	19,150
TOTAL REVENUES	92,033	21,812	39,857	28,750	34,124	30,350
TRANSFERS IN:						
Transfer from - General Fund	10,000	23,000	13,000	13,000	13,000	64,294
Transfer from - CDC	-	3,126	-	-	-	-
Transfer from - Hotel/Motel Tax	125,000	109,500	100,000	206,500	254,803	189,454
TOTAL TRANSFERS IN	135,000	135,626	113,000	219,500	267,803	253,748
TOTAL REVENUES/TRANSF.	227,033	157,438	152,857	248,250	301,927	284,098
EXPENDITURES:						
Personnel	-	32,331	53,047	66,301	64,299	72,348
Contractual Services	-	-	5,713	-	1,275	480
Supplies	-	-	167	-	-	-
4th of July Celebration	59,192	38,175	52,808	57,575	58,075	58,075
Christmas Decorations	5,350	6,433	11,828	7,825	7,825	7,825
Christmas Light Show	-	10,057	5,303	3,000	25,000	3,000
Sail Fair	118,241	(12,458)	-	-	-	-
Veterans Day	-	-	-	41,500	42,139	42,500
Pirate Days	-	-	50,000	50,000	78,140	50,000
Haunted House	-	-	-	10,000	10,000	10,000
Other Events	9,848	9,635	11,152	21,250	19,270	19,770
Capital Outlay	-	-	-	-	-	-
TOTAL EXPENDITURES	192,631	84,173	190,018	257,451	306,023	263,998
TRANSFERS OUT:						
Transfer - General Fund	15,000	-	-	-	-	-
TOTAL TRANSFERS OUT	15,000	-	-	-	-	-
TOTAL EXPENDITURES/TRANS.	207,631	84,173	190,018	257,451	306,023	263,998
EXCESS (DEFICIENCY)	19,402	73,265	(37,161)	(9,201)	(4,096)	20,100
BEGINNING FUND BALANCE	32,606	52,008	125,273	88,112	88,112	84,016
ENDING FUND BALANCE	52,008	125,273	88,112	78,911	84,016	104,116

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	2007-2008 ACTUAL	2008-2009 PROJECTED	2009-2010 BUDGET
Special Events Coordinator	1	1	1
DEPARTMENT TOTAL	1	1	1

COST CENTER: Special Events

FUND: 723 - Special Events Fund

EXPENDITURE SUMMARY	2007-2008 ACTUAL	2008-2009 PROJECTED	2009-2010 BUDGET
Personnel Services	\$ 53,046	\$ 64,299	\$ 72,348
Contractual Services	136,805	241,724	191,650
Supplies	167	-	-
Maintenance	-	-	-
DEPARTMENT TOTAL	\$ 190,018	\$ 306,023	\$ 263,998

PERFORMANCE INDICATORS & MEASUREMENTS	2007-2008 ACTUAL	2008-2009 PROJECTED	2009-2010 BUDGET
Overall attendance at events	23,000	25,000	25,000
Number of Friends of The Colony volunteer hours at special events	650	800	800
Sponsorship revenue	\$13,000	\$9,700	\$9,700
Revenue from event registration	\$21,000	\$18,000	\$18,000

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

ACCT. NO.	ACCOUNT DESCRIPTION	2007-2008 ACTUAL	2008-2009 PROJECTED	2009-2010 BUDGET
6110	Salaries	\$ 37,575	\$ 42,317	\$ 47,338
6111	Salaries, Overtime	2,214	6,000	6,000
6114	Hospitalization Insurance	4,826	4,857	5,700
6115	Social Security Taxes	2,904	3,557	4,270
6117	Retirement Contributions	5,103	6,233	7,390
6118	Uniforms	138	150	150
6125	Education and Training	-	400	900
6126	Travel Expense	286	685	500
6127	Membership and Dues	-	100	100
6213	Contractual Services	3,547	-	-
6244	Telephone Expense	-	480	480
6255	Fourth Of July	52,809	58,075	58,075
6257	Christmas	11,828	7,825	7,825
6257-0001	Christmas Light Show	5,303	25,000	3,000
6258	Bow-Wow Pow-Wow	2,323	2,350	2,350
6259	Parent Child Event	1,295	2,750	2,750
6260	Easter Egg Hunt	2,205	2,550	2,550
6261	Kids Chase	653	700	700
6262	Halloween Campout	3,098	3,000	3,500
6263	Miscellaneous Events	1,578	2,120	2,120

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

ACCT. NO.	ACCOUNT DESCRIPTION	2007-2008 ACTUAL	2008-2009 PROJECTED	2009-2010 BUDGET
6264	Back to School	-	2,300	2,300
6265	Movies In The Park	-	1,000	1,000
6266	Veterans Day	-	42,139	42,500
6267	Arbor Day	-	2,500	2,500
6268	Pirate Days	50,000	78,140	50,000
6269	Haunted House	-	10,000	10,000
6275	Equipment Rental	2,166	795	-
6315	Program Supplies	167	-	-
6390	Miscellaneous Supplies	-	-	-
DEPARTMENT TOTAL		\$ 190,018	\$ 306,023	\$ 263,998