



NOTICE OF A REGULAR MEETING OF THE  
**BUDGET AND FINANCE COMMITTEE**  
OF THE CITY OF SUNSET VALLEY, TEXAS  
THURSDAY, JUNE 10, 2021 at 6:00 P.M.

***This meeting will be held virtually. To actively participate in the meeting, please register at:***

Registration URL: <https://attendee.gototraining.com/r/6933882479216880385>

Training ID: 327-897-548

Alternatively, you may participate with audio only by calling:

Long Distance: +1 (510) 365-3332


Access Code: 450-136-802

Notice is hereby given that the Budget and Finance Committee of the City of Sunset Valley, Texas will hold a Regular Meeting on Thursday, June 10, 2021 at 6:00 PM, at which time the following items will be discussed, to-wit:

1. 6:00 P.M. Call to Order
2. 6:00 – 6:05 P.M. Citizen Comments
3. 6:05 – 6:10 P.M. Council Liaison Report
4. 6:10 - 6:15 Approve Minutes from June 3, 2021 Meeting
5. 6:15 – 6:30 Budget overview- where we are in the process so far
6. 6:30 – 6:40 Review, Discuss, and possibly make a recommendation to the City Council for Municipal Court Expenses
7. 6:40 – 6:50 Review, discuss, and possibly make a recommendation to Council for General Government Expenses
8. 6:50 – 7:25 Presentation of HOT Funds Proposals for review and discussion
9. 7:25 – 7:55 Review, Discuss, and possible action on HOT Funds expenses
10. 7:55 – 8:00 Review, discuss, and possibly approve Budget Calendar
11. 8:00 - 8:05 Suggestions for Future Agenda Items
12. 8:05 Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 4<sup>TH</sup> day of June 2021 at 6:00 PM.

  
Matt Lingafelter  
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act.  
Reasonable modifications and equal access to communications will be provided upon request.

COUNCIL MEETING DATE: JUNE 10, 2021



## BUDGET AND FINANCE – AGENDA #4

---

STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Approve minutes from June 3, 2021 meeting

Background:

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: MINUTES



MINUTES OF A REGULAR MEETING OF THE  
**BUDGET AND FINANCE COMMITTEE**  
OF THE CITY OF SUNSET VALLEY, TEXAS  
THURSDAY, JUNE 3, 2021 at 6:00 P.M.

**Members Present**

Rudi Rosengarten, Council Liaison  
Charles Young, Committee Chair  
Liz Wright, Committee Member  
Justin Litchfield, Committee Member  
Charles Goyette, Committee Member  
Terry Cowan, Committee Member  
Ariel Cloud, Committee Member

**Members Not Present**

Ketan Kharod, Vice Chair  
Michael Francis, Committee Member  
Rose Hargrave, Committee Member

**Staff Present**

Sylvia Carrillo, City Administrator  
Suzanna Fleegal, Accountant  
Lenn Carter, Chief of Police

This is not an official transcript of the minutes; the recorded audio is the official record.

1. Meeting was called to order at 6:10 PM
2. Citizen Comments – Charles Goyette made a motion to update the Financial Calendar to accurately reflect the date the Audit was actually presented.
3. Council Liaison Report – Council member Rosengarten discussed Upper Cougar Creek Open House.
4. Approve Minutes from June 3, 2021 Meetings
5. Review, Discuss, and possibly make a recommendation to the City Council to accept the FY 2019/2020 Annual Audit tabled due to a question related to utility costs increasing more than \$180K. Liz Wright made a motion to table, Terry Cowan seconded. Motion passed unanimously.
6. Review, Discuss, and possibly make a recommendation to the City Council for Municipal Court Expenses – Item was tabled to June 10<sup>th</sup> due to questions on line items related to salary benefits as well as a break out of the Municipal Court Judge.
7. Review, discuss, and possibly make a recommendation to Council for General Government Expenses. Tabled to next meeting with information requested on the following:
  - (A) Breakout IT expenses in a simple to understand pie chart
  - (B) Terry Cowan made a motion to break out tuition and fire and emergency expenses as separate items, seconded by Liz Wright. Motion passed unanimously.
  - (C) Terry Cowan made a motion to break out tuition expenses, seconded by Justin Litchfield. Motion passed with all present voting yes, except Ariel Cloud who voted no.

- (D) Justin Litchfield made a motion to break out Fire and Emergency Expenses and add to the Public Safety Budget, seconded by Terry Cowan. Motion passed with all present voting yes, except Charles Young who voted no.

8. Suggestions for Future Agenda Items

- (A) Bring back the audit (June 17<sup>th</sup>)
- (B) Bring back Municipal Court and General Government changes (June 10<sup>th</sup>)
- (C) HOT funds (June 10<sup>th</sup>)
- (D) Public Information Request – Amount owed to the City (June 10<sup>th</sup>)
- (E) Mayor visit to committee (June 17<sup>th</sup>)

9. Meeting was adjourned at 7:36 PM.

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

DRAFT

COUNCIL MEETING DATE: JUNE 10, 2021



## BUDGET AND FINANCE – AGENDA #5

---

STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Budget Overview- where we are in the process so far

Background: [Access the budget in OpenGov here.](#)

[Access the Budget Process Report here.](#)

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: WORKSHEET ATTACHED

COUNCIL MEETING DATE: JUNE 10, 2021



## BUDGET AND FINANCE – AGENDA #6

---

STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Review, Discuss, and possibly make a recommendation to the City Council for Municipal Court Expenses

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: WORKSHEET ATTACHED

**MUNICIPAL COURT PROPOSED FY 22 BUDGET**

Proposal	Worksheet	Account String	Funds	Funds Name	Departments	Departments Name	Type	Account Code	Account Name	FY 16 Actual	FY 17 Actual	FY 18 Actual	FY 19 Actual	FY 21 YTD	Proposed	Description
01 General Operating Fund	03 Municipal Court	01-03-4020	01	General Operating Fund	03	Municipal Court	Revenues	4020	Court Income - Fees	\$ 22,855.12	\$ 19,894.03	\$ 29,210.29	\$ 7,805.03	\$ 1,736.85	\$ 14,005.11	In addition to traffic fines and fees, the City collects miscellaneous court fees. The majority of those fees are sent to the State but the City retains a percentage of some of the fees. Decrease is due to the decrease in the amount of tickets being written because of COVID-19.
01 General Operating Fund	03 Municipal Court	01-03-4022	01	General Operating Fund	03	Municipal Court	Revenues	4022	Credit Card Convenience Fees	\$ -	\$ -	\$ 915.95	\$ 1,221.70	\$ -	\$ 879.22	This program had been suspended due to COVID. It is now active. The City collects a 3% convenience fee for all payments by credit cards for fines and court fees. This program started in FY 17/18.
01 General Operating Fund	03 Municipal Court	01-03-4030	01	General Operating Fund	03	Municipal Court	Revenues	4030	Court Income Fines	\$ 65,872.43	\$ 37,443.58	\$ 25,309.76	\$ 19,280.81	\$ 6,344.80	\$ 19,030.19	Revenues generated are primarily from traffic citations. A traffic ticket is a notice issued by a law enforcement official to a motorist or other road user, accusing violation of traffic laws. Traffic tickets generally come in two forms, citing a moving violation, such as exceeding the speed limit, or a non-moving violation, such as a parking violation. Decrease is due to the decrease in the amount of tickets being written due to COVID-19.
01 General Operating Fund	03 Municipal Court	01-03-4032	01	General Operating Fund	03	Municipal Court	Revenues	4032	Court-Time Payment Fee	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ 33.00	Recent code addition. Funds are collected when a person convicted of an offense shall pay a reimbursement fee of \$15 if the person has been convicted of a misdemeanor and pays any part of a fine, court costs, or restitution, or another, reimbursement fee, on or after the 31st day after the date on which a judgement is entered assessing the fine, court costs, restitution, or other reimbursement fee.
01 General Operating Fund	03 Municipal Court	01-03-4035	01	General Operating Fund	03	Municipal Court	Revenues	4035	Court Security Fee	\$ -	\$ -	\$ -	\$ 137.08	\$ 176.49	\$ 346.00	Under Article 102.017 of the Texas Code of Criminal Procedures, a Municipal Court may establish a Municipal Court Building Security Fund. This fund is to be administered by the governing body of the municipality and is to be used for security personnel, services and items related to buildings that house the operations of municipal courts. A municipality may collect \$3 per conviction for a misdemeanor offense to fund the Municipal Court Building Security Fund. The \$3 fee is to be collected upon conviction, which includes when a sentence or judgment is imposed upon the defendant, or when the Court defers final disposition of the defendant's case. The term "security personnel, services, and items" includes identification cards and systems, electronic locking and surveillance equipment, signage, balliffs or contract security personnel, and continuing education on security issues for court personnel and security personnel. The Sunset Valley Municipal Court is physically located within City Hall, and all proceedings of the Court take place inside.
01 General Operating Fund	03 Municipal Court	01-03-4036	01	General Operating Fund	03	Municipal Court	Revenues	4036	Court-Truancy Prevention Fund	\$ -	\$ -	\$ -	\$ -	\$ 219.50	\$ 33.00	Truancy Prevention Fee: Money allocated under Section 134.103 to the local truancy prevention and diversion fund maintained in the municipal treasury as required by Section 134.151 may be used by a municipality to finance the salary, benefits, training, travel expenses, office supplies, and other necessary expenses relating to the position of a juvenile case manager employed under Article 45.056, Code of Criminal Procedure. Money in the fund may not be used to supplement the income of an employee whose primary role is not that of a juvenile case manager. The City of Sunset Valley does not employ a juvenile case manager.
01 General Operating Fund	03 Municipal Court	01-03-4037	01	General Operating Fund	03	Municipal Court	Revenues	4037	Court - Jury Fund	\$ -	\$ -	\$ -	\$ -	\$ 3.90	\$ 3.00	Juror Reimbursement Fee: Money allocated to the municipal jury fund, as required by Section 134.151, may be used by a municipality only to fund juror reimbursements and otherwise finance jury services.
<b>Total</b>										<b>\$ 88,727.55</b>	<b>\$ 57,337.61</b>	<b>\$ 55,436.00</b>	<b>\$ 28,444.62</b>	<b>\$ 8,496.54</b>	<b>\$ 34,329.52</b>	

Proposal	Worksheet	Account String	Funds	Funds Name	Departments	Departments Name	Type	Account Code	Account Name	FY 16 Actual	FY 17 Actual	FY 18 Actual	FY 19 Actual	FY 21 YTD	Proposed	Description
01 General Operating Fund	03 Municipal Court	01-03-5000	01	General Operating Fund	03	Municipal Court	Expenses	5000	Salaries	\$ -	\$ -	\$ -	\$ -	\$ 15,778.87	\$ 39,780.00	New employee replaced Assistant to the CA
01 General Operating Fund	03 Municipal Court	01-03-5006	01	General Operating Fund	03	Municipal Court	Expenses	5006	Salary - Assistant to the City Administration	\$ 30,212.79	\$ 31,775.52	\$ 34,411.95	\$ 50,679.60	\$ -	\$ -	Removed to Admin
01 General Operating Fund	03 Municipal Court	01-03-5046	01	General Operating Fund	03	Municipal Court	Expenses	5046	Salary - Longevity	\$ 346.40	\$ 320.00	\$ 492.00	\$ 392.00	\$ 96.80	\$ -	New Employee, not subject to
01 General Operating Fund	03 Municipal Court	01-03-5087	01	General Operating Fund	03	Municipal Court	Expenses	5087	Salary - Education	\$ 600.00	\$ 625.55	\$ 550.00	\$ 600.00	\$ 70.00	\$ -	New Employee
01 General Operating Fund	03 Municipal Court	01-03-5090	01	General Operating Fund	03	Municipal Court	Expenses	5090	Salary - Overtime	\$ 2,005.42	\$ 1,825.55	\$ 951.35	\$ 1,109.63	\$ 506.33	\$ 1,339.00	New employee
01 General Operating Fund	03 Municipal Court	01-03-5091	01	General Operating Fund	03	Municipal Court	Expenses	5091	Salary - Licensing Incentives	\$ -	\$ -	\$ 225.00	\$ 300.00	\$ 35.00	\$ -	New Employee not subject to
01 General Operating Fund	03 Municipal Court	01-03-5120	01	General Operating Fund	03	Municipal Court	Expenses	5120	Life Insurance Benefits	\$ 50.64	\$ 50.64	\$ 46.30	\$ 43.20	\$ 26.82	\$ 70.00	Employer pays 100% of Life Insurance Premiums for the employee.
01 General Operating Fund	03 Municipal Court	01-03-5121	01	General Operating Fund	03	Municipal Court	Expenses	5121	Medical Insurance Benefits	\$ 4,616.64	\$ 4,815.96	\$ 5,317.67	\$ 5,457.76	\$ 4,042.95	\$ 4,863.30	Employer pays 100% of Medical Insurance Premiums for the employee. In 18/19 all premiums are in Court. Dept
01 General Operating Fund	03 Municipal Court	01-03-5122	01	General Operating Fund	03	Municipal Court	Expenses	5122	Dental Insurance Benefits	\$ 509.04	\$ 441.04	\$ 454.71	\$ 463.80	\$ 264.56	\$ 631.26	Employer pays 100% of Dental Insurance Premiums for the employee.
01 General Operating Fund	03 Municipal Court	01-03-5123	01	General Operating Fund	03	Municipal Court	Expenses	5123	Vision Insurance	\$ 74.28	\$ 74.28	\$ 76.89	\$ 77.76	\$ 54.96	\$ 123.66	Employer pays 100% of Vision Insurance Premiums for the employee.
01 General Operating Fund	03 Municipal Court	01-03-5124	01	General Operating Fund	03	Municipal Court	Expenses	5124	Long Term Disability Insurance	\$ 207.60	\$ 207.60	\$ 196.12	\$ 387.09	\$ 248.67	\$ 468.00	Employer pays 100% of LTD Insurance Premiums for the employee. New rates were issued in March 2018
01 General Operating Fund	03 Municipal Court	01-03-5126	01	General Operating Fund	03	Municipal Court	Expenses	5126	Short Term Disability Insurance	\$ 117.12	\$ 117.12	\$ 120.90	\$ 133.56	\$ 101.69	\$ 360.00	Employer pays 100% of STD Insurance Premiums for the employee. New rates were issued in March 2018
01 General Operating Fund	03 Municipal Court	01-03-5130	01	General Operating Fund	03	Municipal Court	Expenses	5130	Medicare Tax - Employers Contribution	\$ 463.84	\$ 828.26	\$ 705.97	\$ 976.88	\$ 239.44	\$ 600.58	Employer match to the Medicare portion of social security benefits. A portion of these taxes are included in the payroll benefits transfer
01 General Operating Fund	03 Municipal Court	01-03-5131	01	General Operating Fund	03	Municipal Court	Expenses	5131	TWC - Employers Contribution	\$ 296.41	\$ 18.01	\$ 323.93	\$ 221.11	\$ 2.91	\$ 360.00	Provides funds for state mandated employer contribution to unemployment compensation fund. The first \$9000 of all employees earnings are taxable wages. There was an increase in rated in FY 17/18 which has been carried over into FY18/19. New rates are issued in January 2019.
01 General Operating Fund	03 Municipal Court	01-03-5135	01	General Operating Fund	03	Municipal Court	Expenses	5135	Social Security Contribution	\$ 1,274.10	\$ 1,464.29	\$ 806.31	\$ 834.21	\$ 462.21	\$ 806.00	Employer's portion of the Social Security benefits. Social Security taxes are paid on the Municipal Judge earnings
01 General Operating Fund	03 Municipal Court	01-03-5140	01	General Operating Fund	03	Municipal Court	Expenses	5140	TMRS City Contribution	\$ 4,097.94	\$ 5,814.14	\$ 6,202.41	\$ 7,077.06	\$ 5,938.93	\$ 3,316.00	Retirement Fund. Provides for employers contribution based on gross earnings to the Texas Municipal Retirement System. The Municipal Judge is not eligible.
01 General Operating Fund	03 Municipal Court	01-03-5150	01	General Operating Fund	03	Municipal Court	Expenses	5150	Workers Compensation Benefits	\$ 154.22	\$ 142.40	\$ 127.00	\$ 139.08	\$ 112.51	\$ 120.51	Provides state mandated coverage in the event an employee is injured on the job. All employees are covered by Worker's Comp insurance.
01 General Operating Fund	03 Municipal Court	01-03-5306	01	General Operating Fund	03	Municipal Court	Expenses	5306	Attorney	\$ 14,751.65	\$ 9,559.15	\$ 4,752.00	\$ 6,364.50	\$ 2,040.00	\$ 6,000.00	Provides funds for the prosecuting attorney for the Municipal Court. Budget is for monthly docket services and other services such as jury trials and other legal Municipal Court services. Decrease is due to smaller dockets over the past few years.
01 General Operating Fund	03 Municipal Court	01-03-5343	01	General Operating Fund	03	Municipal Court	Expenses	5343	IT Management Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,960.00	Provides funds for contract services to maintain the city computers, servers, and back-up services. Trouble shooting support for windows, office, police and utility billing, accounting software, updates for all software including firewall and anti-virus, and project and budget consulting as needed. Increase is due to added services. \$38,400.00 - Annual fee for monthly maintenance for 6 servers, 5 MDCs, and 35 computers. \$6,650.00 - Annual fee for hourly services to cover 70 hours of non-maintenance services \$45,050.00 - Total services; Municipal Court - 1 Computer \$980
01 General Operating Fund	03 Municipal Court	01-03-5354	01	General Operating Fund	03	Municipal Court	Expenses	5354	Municipal Court Services	\$ -	\$ 187.50	\$ -	\$ -	\$ -	\$ 500.00	Provides for expenses related to auxiliary aids and services to ensure due process of law and the right to a fair trial. Funds can be utilized for foreign language interpreters, hearing impaired services, and other needed assistance programs. Decrease is due to smaller dockets.
01 General Operating Fund	03 Municipal Court	01-03-5357	01	General Operating Fund	03	Municipal Court	Expenses	5357	Salary - Municipal Judge	\$ 20,550.00	\$ 23,617.50	\$ 13,005.00	\$ 13,455.00	\$ -	\$ -	This is an appointed position (non-regular part-time position) and is not eligible for City benefits and is not exempt from Social Security taxes. The Presiding Judge of the Sunset Valley Municipal Court prepares for, presides over and adjudicates jury and non-jury trials, holds show cause, pretrial and other hearings, meets with and accepts pleas from juvenile defendants, reviews the docket, meets and communicates with the Court Clerk, reviews requests for defensive driving and other types of deferred dispositions, drafts standing orders, jury charges, summons, and other Court-related documents, reviews and executes interim and final judgments, orders to appear, and warrants for arrest, and takes other actions as required by law.
01 General Operating Fund	03 Municipal Court	01-03-5516	01	General Operating Fund	03	Municipal Court	Expenses	5516	Credit Card Fees	\$ 2,100.38	\$ 2,198.21	\$ 1,049.18	\$ 1,105.77	\$ 841.03	\$ 1,500.00	Provides for fees charged by the credit card company and by Incode to allow credit card payments in-house, over the phone, and online via the website
01 General Operating Fund	03 Municipal Court	01-03-5600	01	General Operating Fund	03	Municipal Court	Expenses	5600	Dues / Subscriptions / Fees	\$ 75.00	\$ -	\$ -	\$ -	\$ -	\$ -	Provides for expenses related to dues, fees, and subscriptions to journals, traffic law updates, and participation in associations. There are not any dues or subscriptions planned FY 18/19. Amount in the budget is for unanticipated fees that can occur during the court process.
01 General Operating Fund	03 Municipal Court	01-03-5690	01	General Operating Fund	03	Municipal Court	Expenses	5690	Municipal Court Supplies	\$ -	\$ 162.00	\$ 275.96	\$ 60.00	\$ -	\$ 150.00	Provides for expenses related to supplies or equipment used by the Municipal Court. This line also includes the red pocket folders which are purchased from an office supply source. Ticket writer supplies.
01 General Operating Fund	03 Municipal Court	01-03-5725	01	General Operating Fund	03	Municipal Court	Expenses	5725	Printing	\$ 1,943.06	\$ 316.76	\$ 1,488.82	\$ -	\$ -	\$ 500.00	Provides for expenses for , business cards, and other printing used solely by the Municipal Court.
01 General Operating Fund	03 Municipal Court	01-03-5782	01	General Operating Fund	03	Municipal Court	Expenses	5782	Software Maintenance Fees	\$ 3,335.48	\$ 3,457.26	\$ 3,585.12	\$ 3,719.37	\$ 3,891.37	\$ 5,371.34	Provides funding for software maintenance fees for InCode Municipal Court System and Database
01 General Operating Fund	03 Municipal Court	01-03-5815	01	General Operating Fund	03	Municipal Court	Expenses	5815	Training - Mileage Reimbursement	\$ 144.00	\$ 546.74	\$ -	\$ -	\$ -	\$ 200.00	Provides funding for mileage, per diem meals, and other travel expenses incurred for Training and Education. Increase due to training for both the Municipal Judge and Certified Court Clerk, and InCode training for the Clerk.
01 General Operating Fund	03 Municipal Court	01-03-5820	01	General Operating Fund	03	Municipal Court	Expenses	5820	Training & Education - City Staff	\$ 293.96	\$ 600.00	\$ 200.00	\$ -	\$ -	\$ 350.00	Provides funding for annual classes for state and legislative updates affecting Municipal operations, as well as required Judicial continuing education.
<b>Total</b>										<b>\$ 88,219.97</b>	<b>\$ 89,164.93</b>	<b>\$ 75,364.59</b>	<b>\$ 93,597.38</b>	<b>\$ 34,755.05</b>	<b>\$ 69,369.65</b>	



COUNCIL MEETING DATE: JUNE 10, 2021



## BUDGET AND FINANCE – AGENDA #7

---

STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Review, discuss, and possibly make a recommendation to Council for General Government Expenses

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: WORKSHEET

## GENERAL OPERATING FUND PROPOSED FY 22 BUDGET

Revenues														
Account String	Funds	Funds Name	Department	Departments Name	Type	Account Code	Account Name	FY 16 Actual	FY 17 Actual	FY 18 Actual	FY 19 Actual	FY 21 YTD	Proposed	Description
01-09-4009	01	General Operating Fund	09	General Government	Revenues	4009	Property Lease Revenue	\$ 6,600.00	\$ 6,600.00	\$ 6,600.00	\$ 6,600.00	\$ 1,650.00	\$ -	Prior SFC**NOTE* Change from prior sheet. This was prior SFC rental income. This is now sponsored by the City in the grant to SFC
01-09-4028	01	General Operating Fund	09	General Government	Revenues	4028	Event Revenue	\$ 5,231.80	\$ 5,608.00	\$ 5,279.00	\$ 7,765.00	\$ -	\$ 5,014.57	This revenue is received from two sources. One source is the \$25.00 rental fee that is paid to use the City Council Chambers for a personal event. ArtFest Revenue has been moved to General Government.
01-09-4300	01	General Operating Fund	09	General Government	Revenues	4300	Operating Transfers In	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,014.00	**NOTE** Amount from the GF that was previously received from the SFC lease payment above.
								\$ 11,831.80	\$ 12,208.00	\$ 11,879.00	\$ 14,365.00	\$ 1,650.00	\$ 10,028.57	
Expenses														
Account String	Funds	Funds Name	Department	Departments Name	Type	Account Code	Account Name	FY 16 Actual	FY 17 Actual	FY 18 Actual	FY 19 Actual	FY 21 YTD	Proposed	Description
01-09-5089	01	General Operating Fund	09	General Government	Expenses	5089	Tuition Reimbursement	\$ 2,340.00	\$ 2,250.00	\$ -	\$ 2,500.00	\$ 1,357.06	\$ -	**REMOVED**Provides funds to reimburse tuition fees paid by employees in accordance with the tuition reimbursement policy.
01-09-5321	01	General Operating Fund	09	General Government	Expenses	5321	Contingency Fund	\$ 2,427.08	\$ 15,624.66	\$ -	\$ 1,099.52	\$ -	\$ 10,000.00	Provides EMERGENCY contingency expenses in unplanned events.
01-09-5336	01	General Operating Fund	09	General Government	Expenses	5336	Fire and Emergency Services	\$ 480,582.91	\$ 495,000.40	\$ 509,850.41	\$ 509,850.41	\$ 538,320.00	\$ -	**REMOVED** Provides funds for fire protection services through a contract with the City of Austin Fire Department. Annual increase is incorporated each year.
01-09-5348	01	General Operating Fund	09	General Government	Expenses	5348	Legal Defense Funds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	**REMOVED** Provides legal services for the defense and or filing of lawsuits. This amount is in the budget to allow for an expense that would require a budget transfer.
01-09-5552	01	General Operating Fund	09	General Government	Expenses	5552	Inset Valley Arts Commission-Community Program	\$ 7,936.18	\$ 1,598.87	\$ 5,974.90	\$ 8,403.43	\$ 1,486.89	\$ 26,400.00	Request by the Arts Commission
01-09-5558	01	General Operating Fund	09	General Government	Expenses	5558	Community Events - Spring Fling	\$ 3,651.76	\$ 3,834.82	\$ 3,900.17	\$ 2,207.82	\$ -	\$ 6,000.00	Request by CED
01-09-5559	01	General Operating Fund	09	General Government	Expenses	5559	Community Events - Activity Program for Seniors	\$ 250.00	\$ 61.36	\$ 111.81	\$ -	\$ -	\$ -	No funds requested by CED this year
01-09-5561	01	General Operating Fund	09	General Government	Expenses	5561	Community Events - Business Appreciation	\$ 999.79	\$ 841.89	\$ 1,000.00	\$ 1,036.71	\$ -	\$ -	No funds requested by CED this year
01-09-5605	01	General Operating Fund	09	General Government	Expenses	5605	Easement Acquisition	\$ -	\$ -	\$ 900.00	\$ -	\$ -	\$ -	Easements should be part of a project budget
01-09-5660	01	General Operating Fund	09	General Government	Expenses	5660	Land Acquisition	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	Not needed. Should be part of a project budget
01-09-5726	01	General Operating Fund	09	General Government	Expenses	5726	Property Lease Expense	\$ 5,100.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 2,600.00	\$ 5,200.00	Provides funds for the lease between AISD and the City of Sunset Valley to use a designated area of parking lot on Saturday and Sunday. Currently this space is used for parking during the Sustainable Food Center Farmer's Market. Revenue is received to offset this expense.
01-09-5825	01	General Operating Fund	09	General Government	Expenses	5825	Training & Supplies - City Council	\$ 2,886.08	\$ 2,016.45	\$ 180.14	\$ 2,712.42	\$ 1,726.74	\$ 1,000.00	Provides funds for the elected officials to purchase supplies to enhance their abilities to effectively govern the city. Also includes funds for expenses to attend seminars, conferences and training classes, subscriptions for needed materials, and the expenses for the annual Council Retreat.
01-09-TL	01	General Operating Fund	09	General Government	Expenses	TL	Tree Lighting/Holiday Lighting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	No funds requested by CED this year
01-09-7127	01	General Operating Fund	09	General Government	Expenses	7127	Community Fire Planning	\$ 13,999.89	\$ 9,808.12	\$ 12,205.23	\$ 13,115.72	\$ -	\$ -	Combine with Green Tax Open Space Management
								\$ 520,173.69	\$ 536,236.57	\$ 539,322.66	\$ 546,626.03	\$ 545,490.69	\$ 48,600.00	

## **Sunset Valley Arts Commission Budget Request FY 2021-2022**

The Sunset Valley Arts Commission (SVAC) is a volunteer Commission appointed by the Mayor and City Council. The commission was established by City Ordinance in 2007.

### **Mission**

The mission of the SVAC is to serve the city and its citizens as advisors and advocates for the enhancement and integration of the arts in the community. We believe that a creative cultural environment is essential to the City's well-being.

### **Objectives**

- Raise public awareness of the need to integrate aesthetic aspects of design into the cityscape.
- Establish and maintain communication systems within the arts community so that activities can be identified and coordinated among public and private agencies, organizations, and individuals concerned with the arts.
- Develop a broad base of financial support for local arts and artists through public agencies and private donations and through the use of the local hotel occupancy tax revenues.
- Nurture and support artists, arts organizations and arts education
- Promote active participation and attendance of arts events by Sunset Valley residents.
- Build public-private partnerships to support a growing level of local cultural activity.

### **Community Art Events FY 2021-2022**

The Sunset Valley Arts Commission has in the past offered various community art events. Although this last year the Commission has had to shift focus due to COVID, we have been successful in creating a stunning and attractive Sunset Valley Arts Facebook presence, highlighting many local artists and offering new and fresh insights and arts opportunities to our citizens. We additionally have brought Art to the Homebound to serve those citizens that are confined to their homes during this stressful time. This successful undertaking has been in collaboration with the SV PD.

The new fiscal year heralds the return of Sunset Valley's premiere cultural event--ArtFest. It goes without saying that COVID impacted all activities requiring gatherings. We anticipate that in 2022 SVAC will produce a successful ArtFest, funded by Hotel Occupancy Tax, bringing thousands of visitors to our community. ArtFest pulls thousands of participants from outside our community to a one-day festival of art and music. Planning is already underway.

Additional general fund activities will include, but are not limited to, artist displays and installations, art workshops, instruction, and lectures, and cultural events for the benefit, enjoyment, and empowerment of our residents. We are currently collaborating with the Police Department, Public Works, Planning & Environmental Committee, and nonprofit organizations such as the Sunset Valley Community Organic Garden, and interested resident groups on these projects. We will focus strongly on Art in Public Places and help build Sunset Valley as an important destination for all people interested in the arts and beautiful environmental amenities.

**SVAC FY 2021-2022 SVAC General Fund DRAFT Budget Proposed**

Proposed General Fund Budget 2021-2022		
	Item	Cost
1.	SV Arts Facebook posts and boosts, graphic design and production	1,200
2.	Fiberglass Sculptures Project	10,000
3.	Environmental Interactive Installation Art on Public (City) Property (P&E)	5,000
4.	Bringing Art Home (Home Depot, PD)	3,000
5.	Graffiti to Art -- Electric Box Project (PD/PW)	1,000
6.	Resident-inspired Art Events -- rebates for art materials and supplies	1,200
7.	Pop Up Art Galleries in Shopping District	5,000
	<b>TOTAL REQUEST</b>	<b>26,400</b>

COUNCIL MEETING DATE: JUNE 10, 2021



## BUDGET AND FINANCE – AGENDA #8

---

STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Presentation of HOT Funds Proposals for review and discussion

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: WORKSHEET

# Sunset Valley Arts Commission HOT Fund Budget Proposal FY 2021-2022

## Executive Summary

The SVAC produces an annual art and music event to benefit the City and attract visitors. Due to the COVID 19 pandemic and restrictions on large crowds ArtFest 2020 and 2021 were not held. ArtFest (funded by Hotel Occupancy Tax funds) celebrated its 13<sup>th</sup> year in 2019. The first festival held on the grounds of City Hall had 12 vendors. It has grown into the largest event the City does drawing approximately 7,000 attendees and more than 70 vendors in 2019. The 2019 event involved the Arts Commission, Mindful Marketing and Golden & Co. media and production teams, Public Works, the Police Department, City staff, community volunteers, and our corporate partners Home Depot and Holiday Inn Express, our source for HOT funds.

Cities can use up to 15% of HOT funds for the Arts. The SVAC utilizes this portion of the HOT fund (351.101.4) for the operational costs to produce ArtFest. Cities can use a larger portion of the HOT fund for promoting their city, events, and its lodging. ArtFest promotion costs utilize this part of the HOT fund (351.101.3) for advertising the event. The event also generates income from booth fees and T-shirt sales.

Many Texas cities depend on a Chamber of Commerce to advertise and support businesses in their community. We do not have that in Sunset Valley and currently rely solely on HOT funds. Our committees/commissions and outside entities fill this gap for Sunset Valley.

## Sunset Valley Arts Commission Proposals

### Return of ArtFest 2022

ArtFest is held at the end of April and is up against other established major events in the Austin area. Promotion of the event is extremely important. It has taken years to build our reputation as the most family friendly and fun event to attend. We are praised for our musical line up and proud to have many artisans and attendees returning year after year. To ensure public safety we have added hard barriers, an EMT, more signage and handicap parking, and hired a vendor to handle parking at the recommendation of Sunset Valley Police Department.

Comments from vendors:

- ✓ *I am always impressed with how well organized the event is. It is obvious you all do a lot of planning to get it right. I appreciate how well you take care of the vendors... water and snacks make the day!*
- ✓ *Please do let me know next year's date so that I can give it top priority. I hope you can invite me back. I had a wonderful time.*
- ✓ *Lots of traffic. Sunset valley art fest team & volunteers took really good care of me! Very fun & friendly.*
- ✓ *You advertise, and there is always a great turn out! Thank you for that!*

SVAC is supported by both the HOT fund and General fund. We are proposing the following for FY 2021-2022 support from the HOT fund (this was the amount approved for 2020 event that was canceled due to COVID 19):

<b>HOT</b> fund Arts (351.101.4)	\$39,915
<b>HOT</b> fund Advertising (351.101.3)	<u>\$41,435</u>
Total ArtFest Funds	<b>\$81,350</b>



City of Sunset Valley  
3205 Jones  
Sunset Valley, TX 78745  
(512) 892-1383

## **CITY OF SUNSET VALLEY HOT FUND GRANT APPLICATION**

### ***Organization/Business Information***

Today's Date: \_\_\_\_\_ Event Date: \_\_\_\_\_

Name of Organization/Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Contact Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Is your organization/business: Non-Profit \_\_\_\_\_ Private/For Profit \_\_\_\_\_ Tax ID#: \_\_\_\_\_

Purpose of your organization/business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does your event pass the Two-Part Test? Yes \_\_\_\_\_ No \_\_\_\_\_

**If the answer to the question above is no, you are not eligible for HOT funds and need not continue.**

### ***Event, Program, or Activity Description***

*Please answer all items that apply to your request.*

Name of your event, program, or activity: \_\_\_\_\_

Website address of your event, program, or activity: \_\_\_\_\_

Date(s) of event, program, or activity: \_\_\_\_\_

Check which expenditure category/categories from Two-Part Test apply to your funding request?

- Funding the establishment, improvement or maintenance of a convention center or visitor information center.
- Paying administrative costs for facilitating convention registration.
- Paying for tourism-related advertising and promotion of the city or its vicinity.
- Funding programs that enhance the arts.
- Funding historical restoration or preservation programs.
- Sporting events which majority of participants are tourists in cities located in a county with a population of a million or less.

Location of event, program, or activity (must take place in the City of Sunset Valley): \_\_\_\_\_

How many years have you held this event, program, or activity? \_\_\_\_\_

If previously funded, have additional activities been added or expanded? \_\_\_\_\_

If yes, please explain: \_\_\_\_\_

Do you have other sponsors? If yes, please list their names: \_\_\_\_\_

**Tourism Outcomes**

Number of total persons expected to attend this event, program, or activity: \_\_\_\_\_

#Sunset Valley Residents \_\_\_\_\_ #Outside Sunset Valley Area \_\_\_\_\_

Approximate number of people attending/visiting the event expected to stay overnight in Sunset Valley hotels, motels or bed & breakfasts?

List host lodging venue that currently have a block of rooms for this event:

Venue	# of Rooms Blocked	Room Rate
_____	_____	_____

How will your event, program, or activity attract people already staying at a Sunset Valley lodging establishment? \_\_\_\_\_

How will you measure the impact of your event on lodging activity? \_\_\_\_\_

How will the funds, if approved, be used to promote hotels and overnight stays in Sunset Valley? \_\_\_\_\_

How will the proposed activity, if funded, enhance and promote tourism in Sunset Valley? \_\_\_\_\_

What geographic areas will your advertising and promotion reach? \_\_\_\_\_



It is required that the approved City of Sunset Valley and Holiday Inn logos be included on the event/activity website and sponsor acknowledgement materials. Please initial to acknowledge: \_\_\_\_\_

What City of Sunset Valley resources will be required? \_\_\_\_\_

Have you completed the Special Event Permit Application? \_\_\_\_\_

---

**Required Documents**

- \_\_\_\_\_ Completed application – email is acceptable to [malingafelter@sunsetvalley.org](mailto:malingafelter@sunsetvalley.org)
- \_\_\_\_\_ Itemized, detailed list of expenditures relevant for HOT Funds revenue use
- \_\_\_\_\_ Advertising /Marketing/Social Media Plan, including target audience
- \_\_\_\_\_ List of Board of Directors, event committee, or program coordinators with contact information
- \_\_\_\_\_ Event, program, or activity timeline, traffic, parking, and safety plans
- \_\_\_\_\_ Event, program, or activity budget

**Funding Request:**

Amount Requested: \$ \_\_\_\_\_

Amount granted in past for same event or expenditure: \$ \_\_\_\_\_

Do you anticipate requesting a HOT Fund Grant next year? If so, for what amount? \_\_\_\_\_

Additional funding will be requested if Council decides to expand ArtFest to a two-day event

## 2022 SUNSET VALLEY ARTFEST

ARTFEST GENERAL FUND	2020 Budget	2022 Budget
Income - booth sales, shirt sales, health permits	4,000.00	4,000.00
Sponsorship	0.00	
Expense - Tent/tables/chairs	-4,000.00	-4,000.00
<i>*balance in Operations Budget</i>		
<b>TOTAL:</b>	0.00	0.00

### Budget from Arts HOT fund - 351.101.4

Operation Budget	2020 Budget	2022 Budget
Music	13,750.00	13,750.00
Production Manager	5,000.00	5,000.00
Stage equipment & engineers	7,700.00	7,700.00
Onsite entertainment (Balloon, Emcee)	1,350.00	1,350.00
Installation for Art Seen tents/Kids Tent	2,300.00	2,300.00
ATX BM Rentals	950.00	950.00
Dumpster/Recycling	290.00	290.00
Refreshments	350.00	350.00
<i>Misc On Site Labor</i>	900.00	900.00
<i>Police</i>	200.00	200.00
<i>Overnight Security</i>	300.00	300.00
<i>Acadian EMT</i>	500.00	500.00
<i>Centex Labor</i>	1025.00	1,025.00
Parking Management/Radios	3,000.00	3,000.00
Misc supplies/Truck Rental	500.00	500.00
Tent/tables/chairs (see above)	1,600.00	1,600.00
Health Permits		200.00
<b>TOTAL:</b>	<b>39,915.00</b>	<b>39,915.00</b>

### Budget from Advertising HOT fund-351.101.3

Advertising Budget	2020 Budget	2022 Budget
Paid Media	26,850.00	26,850.00
Advertising Production	3,000.00	3,000.00
Advertising Management	9,000.00	9,000.00
Shirts and Bags	700.00	700.00
Printing	600.00	600.00
<i>Fast Signs</i>	750.00	750.00
<i>Warren décor</i>	400.00	400.00
<i>Motorblade</i>	135.00	135.00
<b>TOTAL:</b>	<b>41,435.00</b>	<b>41,435.00</b>

# CITY OF SUNSET VALLEY HOT FUND GRANT APPLICATION

## FY 2020-2021

RE: Required Document Advertising, Marketing, Social Media, target audience

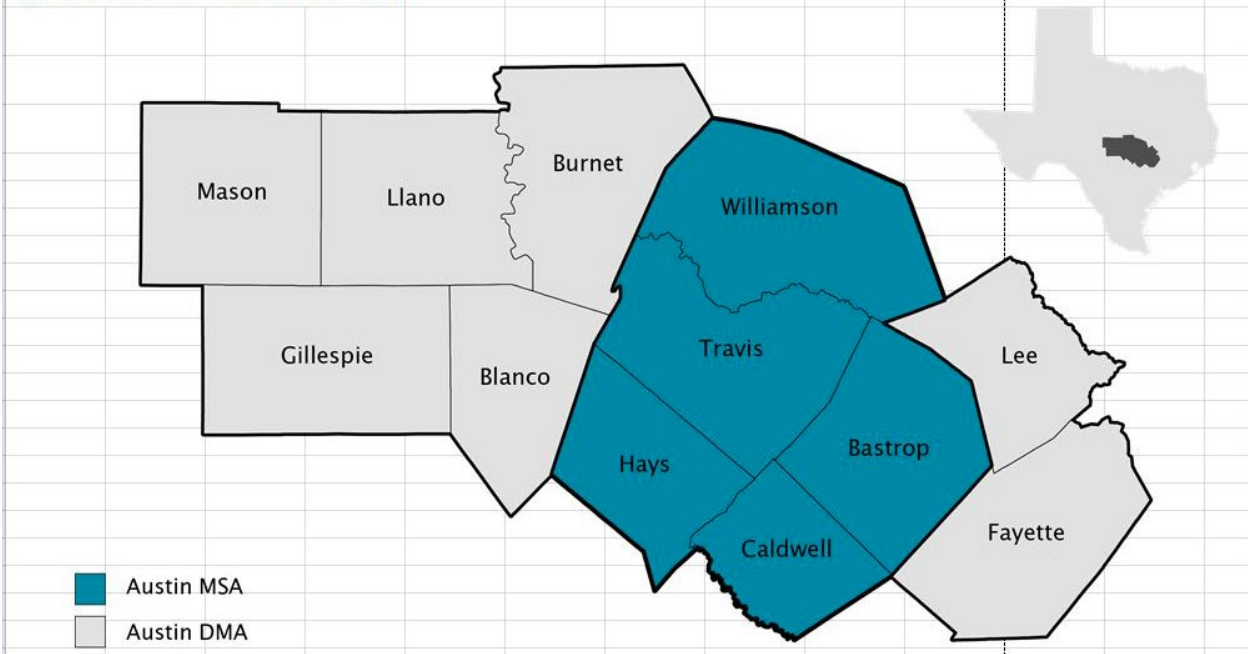
ArtFest 2020 and 2021 were cancelled due to COVID19 and plans are to resume the event in 2022 now that restrictions on large scale events are being lifted with additional safety requirements. The last ArtFest held in 2019 was a successful event that included a media plan executed by Mindful Marketing the contractor for the event. In FY 2020-2021 the City hired Ampersand to develop a new brand and marketing plan for Sunset Valley. An AD-HOC committee was appointed by Council to work with Ampersand on this project. The recommendations from this work are expected to be presented to Council in June for consideration. The actions Council takes on this project will affect how the Arts Commission moves forward with this portion of the event promotion. A media plan will be developed based on the outcome of council action.

### Target market with Radio and TV:

Media Recap: The advertising for ArtFest reaches people in a 12-county area, from Burnet to San Marcos, from Llano to Elgin. Shoppers drive to the Sunset Valley ArtFest to enjoy the local food, live music, and of course art. For many, their shopping continues in the nearby shopping areas and restaurants. And for some, this is their first time to visit Sunset Valley.

### Austin DMA - Television Reach

### Austin MSA - Radio Reach



## 2022 Sunset Valley ArtFest

### Production Timeline

Date of Show: April 23 or 30, 2022 - TBD

2021	
May	
	Summary to SVPD - and changes for 2022
	Recap from any participants and summarize FROM 2019 survey
	2022 Budget review and finals
June	Finalize date for 2022 show with City Administrator and AISD
	Confirm 2022 budget & booth rates
July	Save the Date on social media and to former vendors
	T-shirt bids/order and change art for 2022 merchandise
	Save the Date to area print media for calendars
	Send dates to SFC and other service vendors as FYI
	Tell ESP about parking and dates - updates for 2022
	Tent new bid with updates, other vendors
September	Review basic items for 2022 show
	Update date postings on website and social media
	Send 2022 dates to media & vendor list & SFC contact again as reminder
October	Review music options and talent check TCA on available grants
	Confirm promo rates with Holiday Inn and block out rooms/link - TBD
	Get new Call for artist postcards made for Dec 1 distribution
	Update art and food registration forms
	Send Call to Artist release to print media for Nov start
	Add sponsor logos to items as needed - posters, release, media alerts, website, etc.
	Confirm COSV activity onsite with Carolyn/Sam
November	Get postcards made and distribute to area and arts commission
	Music reviews/costs/TCA deadlines
	Deliver postcards for artist call/post on websites/send to media for print
	Confirm parking company bids and overnight security
	Send information to bi-monthlies for 2022 dates
	Drop the copy off at all locations in preparation for the holidays
	Make sure all posts are written for social media to go out simultaneously
	Start calls on food trucks about date for 2022
	Check Community Impact, Texas Monthly to see if we can add event to calendar
	Continuously check the calendar listings to see if there are any updates
	Send the block copy of the event to City of SV for website
	Room block starts at the Holiday Inn - TBD
	Update FB page with vendor information/link to forms
	Send email to main vendor database with copy of registration form
December	Get with SVPD on new event summary and emergency plan
	Promote SVAF through social media
	Call to artists postings - online calendars & art spaces

	Send Media Alert for call for artists to paper and outlying areas
	Send listings to monthlies for event date/time
	Send to monthly publications event listings/dates
	Confirm music acts and fill out grant applications with TCA
	Calendar listings
	Order tents, potties, police, check on shirts/caps,
<b>2022</b>	
January	Call Food vendors and get new ones - work w/Farmers Market
	TCA grant information to City Council meeting by first days of January
	TCA grant forms due the 2nd
	Finalize acts for street vendors and face painter
	Submit for event listings/new media alert for call for artists
	Set up Med Tech EMS with Acadian
	Finalize emcee for event - David Anderson
	Create site and parking layout
	Get more sandwich and ADA signs made, etc.
February	Get with Warren on kids area and arch/flags
	Event programming confirmed (entertainment, layout, activities, food)
	Rent golf cart for Fri and Sat for event with delivery and pickup
	Confirm tents, chairs, toilets, radios
	Meet with Lt. at SVPD for officers/times and plan
	Produce tv & radio commercials, print ads
	Order: EMS, Dumpster, Potties, Parking, Call SFC contact about food vendors & electricity, Balloon artists
	Finalize advertising plan & place media
March	Reminder for vendor deadline for forms on April 10
	Call for temp labor with Centex Labor - also check with Sam Cantu
	Send release or media alert out after SXSW about event to media
	Design posters, flyers
	Print posters, flyers, flyers for Sunset Valley Elementary (to Kim)
	Separate flyers to SV Elementary- English and Spanish
	Posters, flyers to retailers, motorblade, etc.
	Confirm volunteers and staff
	Submit first round of check requests and spreadsheet to Tonya; include food permit check needed
	Confirm food vendors needing permits and get their forms back/signed to apply for permits
April	Order extra A frames and new signs if needed - posters, band lineups/two stages
10-Apr	All Registration closes
15-Apr	Booth Assignments - do colored index cards, copies of last year's booth list
16-Apr	Send vendor map changes to artist for revisions
	Submit Temp Food Permits - fill out forms, get check, drop to Austin Health Dept.
17-Apr	Send emails to vendors on space and details/new map

	Signs to SFC for posting and banner for weekend before and day of
	Send out Run of Show to crew, revise Emcee notes, other excel sheets
April	Mark site and vendor booths week of event Wed or Thursday
Day before-Apr	Load in -- 8 am to 5 pm - set up stages, bathrooms and dumpster delivered, set up entrance
Day of-Apr	ESP and Volunteers onsite at 5:30 am to prep for vendor check-in
	Vendor Check In Starts at 6:30 am/Complete by 8:30 am
	Event 9am - 4pm
	Music stops 3:45 pm
	Load out 4 pm
	Tents/Chairs picked up 4:30 pm; Potties picked up
	Turn off electric; clean up; items back to COSV
	Dumpster picked up
Week after-Apr	Finalize outstanding details
	Get signs back from SFC and take to SVAF shed
2 <sup>nd</sup> week post-Apr	Make sure all invoices paid and event summaries completed
	Recap event/ Ideas for next year
May	Update MG sheets and timeline
	Budget updates/planning for 2022 and 2023
	Final billing with Tonya and reconcile onsite expenses
	Send in TCA grant summaries with city
	Meet with SVPD post summary
	Meet with committee on follow up
	Send survey & thank you to all vendors

## **Attachment HOT Fund Application FY 21-22: Safety Document**

Information for Sunset Valley Police Department:  
ArtFest 2022

April (Saturday TBD) from 9 am – 4 pm

Hosted by the City of Sunset Valley Arts Commission

### **Event Summary and Emergency Information**

The event will be hosted in the same location as 2019 at the Toney Burger Center north parking lot area (north of the main bandstand fixture there now) using the green grass area and main parking area. The SFC Farmer's Market will also be operating from the 9 am - 1 pm that day off Robert Horrigan Road, with their tents put up on the road and along the edge of the grassy area by the street curb, but further up more near their barricade on that street as they did in 2019. All of their vendors will be parking in the southern lot past the area where our tents are set up in Vendor Parking, and we have advised the Farmer's Market folks to tell them not to block the curbs inside the parking lot since that was a problem last year. We will communicate to the SFC that no one else can park on that main road before the barricade on the road to that area.

### **Emergency Planning Considerations and Staff Briefing**

Sunset Valley ArtFest has talked to the same vendors as the last three years about any small changes provided above regarding the parking set up prior to the event. A timeline for the event day and activities will also be sent to and reviewed with staff prior to the event.

With paid SVPD onsite at the event, festival organizers can go to those officers in case of any emergency; unusual package found, lost child, security problem, crowd control issue, unruly customer issues, or other circumstance that might arise at the event.

### **Credentials**

Event staff will have a white lanyard with the event name/year and marked as EVENT STAFF for recognition by festival guests if they need anything.

### **Event Cancellation/postponement**

If, due to extremely bad lightning or weather, and the event needs to be cancelled, announcements will be made from the Main Stage area by our Emcee/Announcer and Festival officials. The weather will be monitored through the event day, but otherwise, we are a rain or shine event.

### **Medical Personnel/First Aid/Ambulance**

An EMS technician is stationed by the Main Stage area in a tented area with an ambulance available. An opening in the hard perimeter will allow easy access to get the vehicle in and out in case of a medical emergency. This is also noted on the maps for staff and vendors so they know the location. We will tell Acadian to let us know if they will be switching out personnel during the day, so we are aware.

## **Attachment HOT Fund Application FY 21-22: Safety Document, page 2**

### **Public Access**

The attached map shows the two main entry/exit areas into the parking area for vendors that morning and for guests during the day. A designated person will be at each location to help direct parking until 4pm. One person will be at the end of each vendor aisle (two aisles) to help direct vendor cars and set up from 6 -9 am. They will assist with clearing of the area of cars by 8:30 am. There will also be a person at the main vendor check-in that morning to help direct cars to the two designated aisles for vendor setup.

In addition, we will also have a person positioned at the end of the Vendor Parking area/sign from 6- 9 am to help further direct Vendors to park in that area and lineup after they have unloaded their vehicle in front of their tent. That person can then be relocated to assist on Horrigan Road entrance area. Cones will be used to block off the elementary school parking entrance area off Robert Horrigan Road.

Aisle ways will be 30' across again this year, to provide and easier flow of guests, and we made the food booth area to main vendors an extra 10' feet last year for a better turn range for vendor cars as they come in that morning to unload. There will also be 20' from the end of the tents to the Main Stage area and a 30' - 40' area for dancing in front of the stage and main tent located there as guests listen to the music.

Main Stage side and back area will be surrounded by a hard perimeter. Backstage access and band load-out for that area will be about 60' x 56'. Musician parking is behind that stage and perimeter area, and our parking personnel will be noted of that area for them as they arrive. Perimeter, same as 2019 event, will be metal bike rack and sawhorse barricade combination for exit and entry to the area.

The general parking lot will be marked before that morning for vendor locations, and cones will be used to set up lanes for cars from before the first entrance to the exit of Horrigan Road, and set out for areas where cars are not allowed to park. The festival will be working with the same parking group from the last two years, ESP, for assistance on this item. We will have their supervisor, Tiffany Johnson, on-site in a golf cart and on radio to help with any changes during the day, as needed.

Handicap spaces will be set up a few feet from the hard perimeter again this year for the main area by the arched entrance. The area will be marked just south of that utilizing part of the first row of the general parking there. A hard perimeter of connecting metal bike racks will be placed in front of the first handicap row to ensure additional safety close to the tents by the Entrance area, in addition to the area around the Main Stage, side stage and area by where guests walk in the event coming in from the South, as we did last year. That covers all areas except where the Farmer's Market will be and grass areas.

All parking personnel will have radios so they can communicate with each other, as well as festival officials and SVPD. ESP Parking contact will be available to meet with SVPD and festival officials prior to the event for overall review of plans, and at post-event meeting, if needed.

### **Event Maps**

Attached is the Grounds Map that shows location of the main parking entrances and staff there, handicap areas, hard perimeter areas for handicap and stage area, and general vendor location.

The more detailed map will be edited closer to the festival date when exact booths are assigned, but the footprint and overview are the same for a more detailed view of the area.



**Event Notification of Crowd**

Since this is an outside and open, free festival, there are several places for the public to leave in existing aisle ways, if needed for an emergency.

Any emergency announcements would come from the PA system at the Main Stage from the festival announcer and officials, at a higher volume to attract the attention of all festival-goers. There is also a PA system at the Kids Stage if additional announcements would need to be made for that area.

**Security and Overnight Security**

The festival will have paid SVPD officers onsite during the day to assist with crowd control, parking issues, emergencies, and overall security of the area. A separate paid security officer from a private firm will be located onsite from 5 pm Friday night through 6 am Saturday morning for security of the items and staging already loaded in that day. They will alert festival officials and work with the SVPD to report any problems that might arise during that time.

**Food Drinks/Water**

Guests have the opportunity to purchase non-alcoholic beverages from food vendors and Farmer's Market vendors as well as food options during the day. All vendors will have current health or mobile health permits and the City of Sunset Valley staff are aware of the permits needed. Copies of permits will be onsite at each vendor setup.

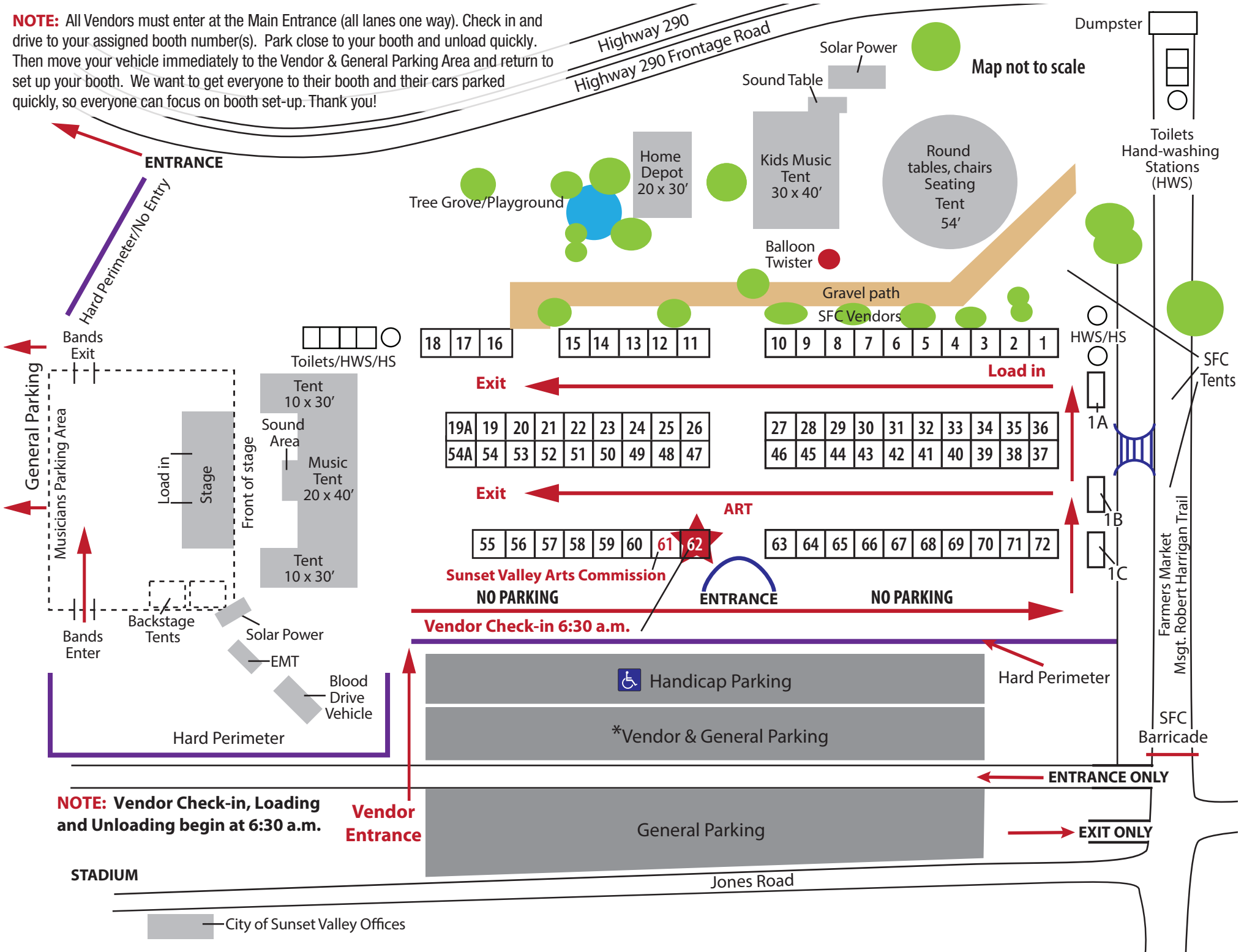
**Venue Cleanup**

This is handled by the festival staff and paid laborers that evening starting at 4 pm. Most everything should be off the grounds Saturday evening, except possibly the dumpster which is at the end of Robert Horrigan Road.

**Debriefing Meeting**

Meetings can be held pre-event with the SVPD, festival organizers and parking contact, to go over general flow, and a separate meeting with the same group can be held post-event to review specific details and suggestions to the upcoming year, as needed.

**NOTE:** All Vendors must enter at the Main Entrance (all lanes one way). Check in and drive to your assigned booth number(s). Park close to your booth and unload quickly. Then move your vehicle immediately to the Vendor & General Parking Area and return to set up your booth. We want to get everyone to their booth and their cars parked quickly, so everyone can focus on booth set-up. Thank you!



Sunset Valley Art Fest 2019 Grounds

Entrance and Exit

**X**  
Parking Person

Hard Perimeters

Two-way Traffic

71

71

290

290

W. US Hwy. 290 Frontage Rd.

Hwy. 290 Frontage Road

General Parking

Stage

Children's Area

Burger Stadium

**X**  
EMT

Vendors' Tents

Entrance

Sustainable Food Center Areas

Hard Perimeter

Vendor/General Parking

SFC Barricade

Entrance Only

General Parking

**X**  
Parking Person

City of Sunset Valley Offices

100 Ft.

**X** Parking Staff  
6:00-9:00 a.m. only,  
then move to outer parking areas

Exit Only

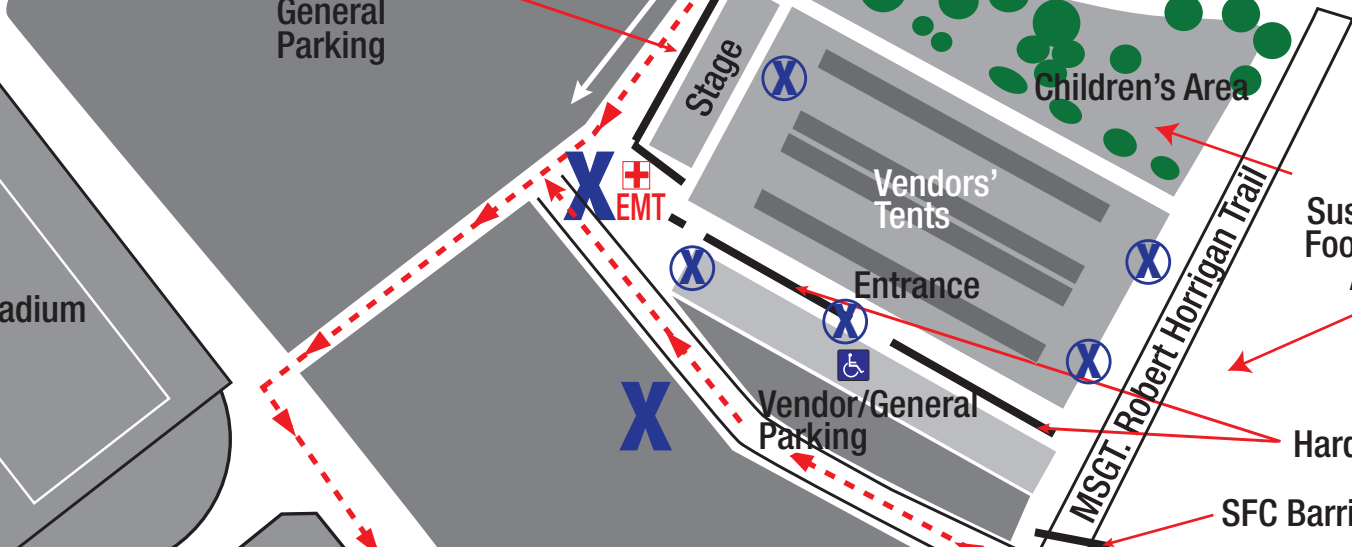
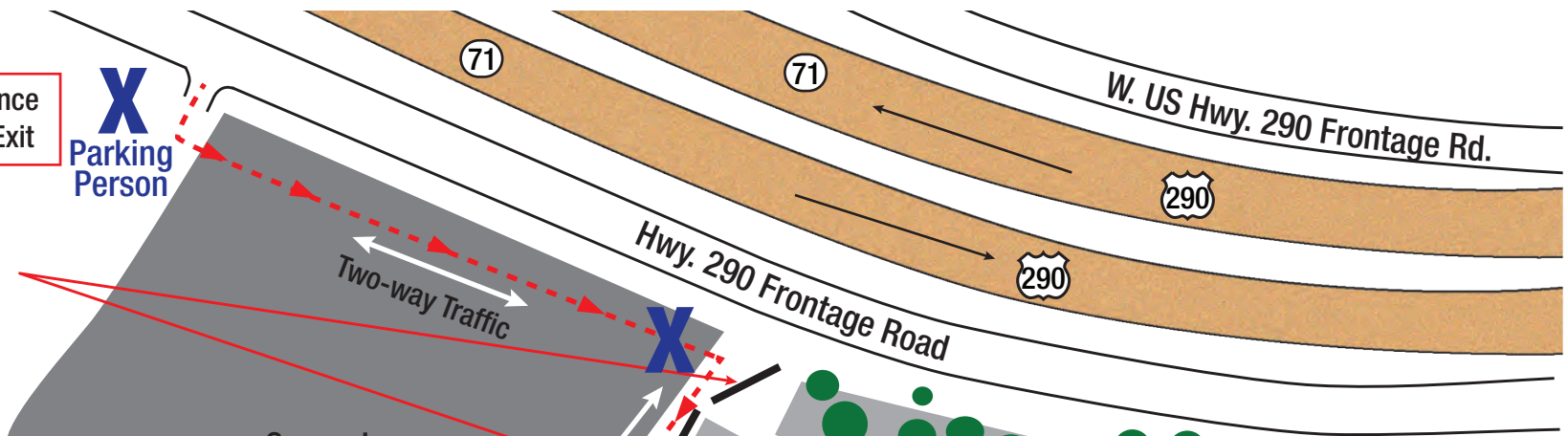
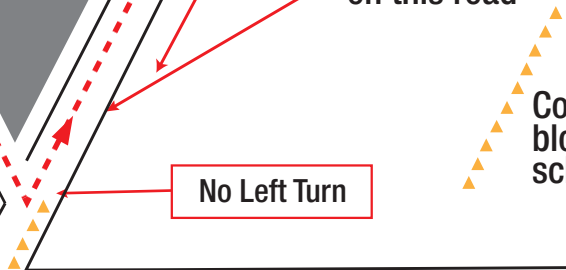
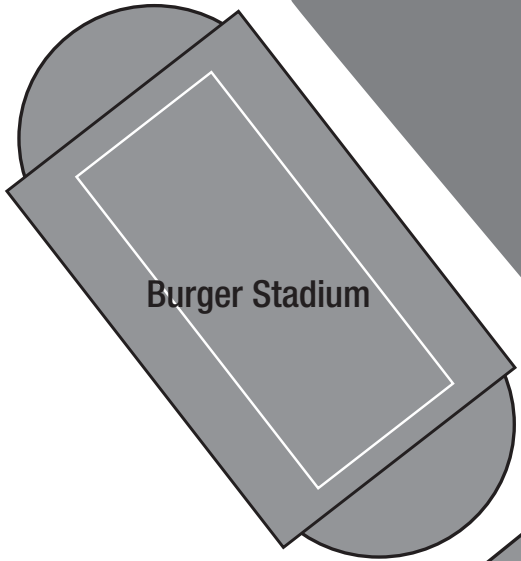
No Parking on this road

No Left Turn

Jones Road

To Jones Rd.

Cones will block elementary school entrance





## SFC Farmers' Market at Sunset Valley Advertising and Marketing, HOT Fund Proposal FY 21-22

The SFC Farmers' Market at Sunset Valley has a mission to foster a space where:

- Customers of all backgrounds gain access to fresh, high quality food raised in Central Texas.
- Local farmers and ranchers maximize earnings by selling directly to customers.
- Sunset Valley retains a figurative "town square," and experiences the positive outcomes of foot traffic and animated public space.

With the generous support of Sunset Valley HOT funds, the market's mission has been advanced to implement marketing strategies targeted at attracting area residents to Sunset Valley.

### SFC Sunset Valley Farmers' Market

As we have moved through the year, COVID-19 has continued to drastically impact the operating capacity of the Sunset Valley Farmers' Market, limiting traditional activities and requiring safety mandates that impact sales.

In February, the winter storms temporarily cancelled one of the markets and farmers began a recovery effort in their offerings due to significant crop damages from the storm. Two weeks after returning to normal operations, the Toney Burger Center was transformed into a drive through Covid vaccination site. For three weeks, the market was displaced and temporarily had to be combined with our other market in downtown Austin. A major location change is disruptive several times over as it confuses the public and creates disruption in shopping routines. We were able to return to a temporary location at Sunset Valley Elementary School and are now returning to the Toney Burger Center on June 5<sup>th</sup>. However, the changes in locations affected attendance and consistency, both key factors that contribute to any market's success.

As we move forward with our permanent return to the Toney Burger Center in a post-Covid era, we will use the HOT funds support to communicate the great local food artisans, art performances and child-and-pet friendly events the market represents. The market creates a unique and attractive environment for families from Sunset Valley and the surrounding communities to visit the city. We are requesting HOT funds to support advertising and promotions with regards to the SFC Farmers' Market at Sunset Valley. These collaborative efforts are a proven mechanism to increase attendance at the market.

SFC respectfully requests a continued investment by the City of Sunset Valley from the HOT Funds, in the amount of \$30,000. This total represents an increase in funding request for broadcast and print and increase in funds allocated for digital media, events and educational programming.

Please contact Gabriel Ornelas, Farmers' Market Manager, for any additional information ([GOrnelas@sustainablefoodcenter.org](mailto:GOrnelas@sustainablefoodcenter.org)). We look forward to another successful year in partnership with the City of Sunset Valley.

**SUSTAINABLE FOOD CENTER  
EVENT LOGISTICS: TRAFFIC, PARKING AND SAFETY PLANS**

**OVERVIEW:**

Each Saturday, from 9AM – 1PM, the SFC Sunset Valley Farmer’s Market takes place on the North end of the parking lot on the park grounds, located where Pillow Rd ends into HWY 71. There are approximately 35 – 40 vendors each week and an average attendance of 700 visitors throughout the event time(s).

**TRAFFIC:**

Visitors to the market arrive via Pillow Rd or by turning into the Toney Burger Center off of HWY 71. The market has no impact on passing traffic as it’s location at Toney Burger Center is located in an easily accessible area with no potential to impede traffic flow.

**PARKING:**

The Toney Burger Center parking lots offer easy access and plenty of parking which make it convenient for customers and vendor.

**SAFETY:**

SFC Farmers’ Markets are committed to being a safe and celebratory place for customers, market Vendors, and Market staff. The Sustainable Food Center has developed Market Emergency Procedures to assist decision-making in the event of major emergencies and disasters. It provides instructions for Market Managers, Market Associates, and Market Vendors to plan for and respond to certain emergency situations; it does not cover every possible event that could happen. Serious threats at Market can be best mitigated by proper emergency planning, which also includes preventive measures, Market staff training, and regular Vendor communications. The on-site Market staff that is visible and stationed in easy to access areas can monitor incidents that could require immediate attention.

Furthermore, necessary Sunset Valley stakeholder including Sunset Valley Police and AISD will be collaborated with as necessary.

## SUSTAINABLE FOOD CENTER: BOARD OF DIRECTORS 2021

### **CARRIE DYER**

- *Chair*
- PR Partner - SparkFarm

### **ERIKA LEVACK**

- *Chair-Elect*
- Broker Associate - Allure Real Estate

### **NANCY SPENCER**

- *Past-Chair*
- VP of Finance, Aceable Inc.

### **JODY MADDEN**

- *Secretary*
- CEO - Foundry

### **JAMES OSBORN**

- *Treasurer*
- Senior Director of Engineering Worldpay, from FIS

### **AMY BELL**

- Principal, Business Development - Whole Foods Market

### **MALEK BEN-MUSA**

- Assistant Coach &Staff - Austin Bold FC

### **LAURA ESTES**

- Director of Marketing - HEB Central Texas Region

### **FELIPE FERNANDES**

- Director of Client Services - Zello

### **JESSICA GAFFNEY**

- CEO and Executive Director -Women@Austin

### **JERRY GALVAN**

- Partner - Kastner Gravelle

### **ALAN HENDRICKSON**

- VP of Engineering - Silicon Labs

### **BILL LONGLEY**

- Legislative Counsel - Texas Municipal League

### **MICHAEL SWAIL**

- Peoples RX

### **DR. SHELLY SETHI**

- Integrative Family Physician

### **NAOMI WEINER**

- Ward Advisors

### **WENDY WHELESS**

- Founder & Chief Movement Officer - Thru Movement



City of Sunset Valley  
3205 Jones Road  
Sunset Valley, TX 78745  
P: 512-892-1383  
F: 512-892-6108  
www.sunsetvalley.org

**Local Hotel Occupancy Tax (HOT Fund) Use  
Guidelines, Rules, Grant Application and Follow-up Report Forms**

**City of Sunset Valley Vision**

Sunset Valley is a unique, diverse and vibrant City that respects its residents and environment, fosters a sense of community that encourages a healthful, active, peaceful, fulfilling lifestyle and supports business opportunities to promote a prosperous, diverse economy and sustainable quality of life.

**Background**

This packet was designed to establish guidelines to apply universally to all events, programs, and activities requesting support from The City of Sunset Valley's Local Hotel Occupancy Tax (HOT Fund). The City's HOT Fund disbursement guidelines exist to ensure that the City's municipal HOT funds are being spent in compliance with state law, Sunset Valley's Code of Ordinances, and in a way that most benefits the City's tourism and lodging industry.

The City of Sunset Valley recognizes there are city programs, and organizations which provide tourism development and improved lodging industry business to the City through the use of Hotel Occupancy Tax funds on a year-round, and event centered basis.

**Two-Part Test**

Texas Tax Code Chapter 351 requires that municipal hotel occupancy tax funds be used for specific purposes. The use of HOT Fund revenue is limited to expenditures that meet the following two-part test:

*First*, the funds must be used toward activities that support the tourism and lodging industries in the City of Sunset Valley. In other words, the expenditure must be likely to attract visitors from outside Sunset Valley into the city or its vicinity. If the expenditure is not reasonably likely to accomplish this result, it will not be funded by HOT Fund revenues.

*Second*, the activities must fall within and enumerated set of approved activity types, outlined in Chapter 351 of the Texas Tax Code and Chapter 112.06 of Sunset Valley Code of Ordinances:

Expenditure Categories.

1. Funding the establishment, improvement or maintenance of a convention center or visitor information center.
2. Paying administrative costs for facilitating convention registration.
3. Paying for tourism-related advertising and promotion of the city or its vicinity.
4. Funding programs that enhance the arts.
5. Funding historical restoration or preservation programs.
6. Sporting events which majority of participants are tourists in cities located in a county with a population of a million or less.

### **Rules Governing your Application:**

1. The applicant must present reasonable evidence that the program, activity, or event expenditure will promote tourism, hotel activity, and attract tourists to Sunset Valley. Tourism is defined under Texas law as guiding or managing individuals who are traveling to a different city, county, state, or country.
2. For any applicant applying for HOT funds to advertise an event, these funds must focus on targeting visitors outside of Sunset Valley.
3. The applicant must ensure that Sunset Valley hotels, motels and B&BS and their current contact phone number, and/or website are listed on event websites and any information provided to registrants and vendors.
4. All Sunset Valley hoteliers must be made aware of the event, have access to mailing lists, and have sufficient time to participate in the bidding process for both primary bookings and overflow. Sunset Valley encourages all grant recipients to patronize Sunset Valley businesses for food, supplies, materials, printing, etc.
5. If the request is for cooperative advertising support, the City Administrator must approve the final advertising copy for appropriate representation of the City of Sunset Valley 10 business days before the ad or publication's print deadline.
6. For event-based support the event must take place within the City of Sunset Valley, and must promote tourism, the hotel, and the City of Sunset Valley.
7. The event's sponsoring organization will be required to provide tax filing status, ID number, W-9, and proof of insurance. It is preferred that the sponsoring organizations have 501 (c) 3 tax-exempt status.
8. All applications must be completed in compliance with these guidelines.
9. All entities that are approved to receive HOT funds must submit a Post Event/Program/Activity Report Form within 60 days of each event, program, or activity.

### **Funding Process:**

1. All applications must be completed in compliance with these guidelines.
2. All completed applications must be submitted to the City Treasurer by May 31. The City Treasurer will review the applications and confirm they are complete according to the guidelines.
3. The City Administrator will review the applications and provide comments regarding the size of the financial funding request based on estimated economic impact relevant to the request, as well as taking into consideration the need for local community economic impact relevant to the community calendar to the Budget and Finance Committee and City Council.
4. The City Council will make the final decision on funding and at what level.

### **HOT Fund Recipient Contracts:**

1. Contracts will be required for all non-city HOT Fund Recipients who are allocated funds by the City Council.
2. Contracts will be approved by the City Attorney and submitted to City Council for final approval, and will include all reporting requirements included in these guidelines.

### **Post-Event Report:**

1. All entities that are approved to receive HOT funds must submit a Post Event/Program/Activity Report Form within 60 days of each event, program, or activity. The contact name on the application or a designated representative will be expected to present the follow-up report.
2. The report must be accurately completed which will be reviewed by the City Administrator to determine how well the entity met its goals.



3. Failure to submit the post event report may result in ineligibility for future funding from the Sunset Valley HOT Fund.

**The Reimbursement Process:**

1. After the application has been approved by the Sunset Valley City Council, the application expenditure items that were approved to be used for HOT revenues need to be paid for in full by the recipient.
2. Proof of payment of each item must then be submitted to the City Treasurer before a single reimbursement check will be issued.
3. Funds will be distributed after the post-event report and receipts are submitted and reviewed by the City Treasurer and City Administrator.



City of Sunset Valley  
3205 Jones  
Sunset Valley, TX 78745  
(512) 892-1383

## **CITY OF SUNSET VALLEY HOT FUND GRANT APPLICATION**

### ***Organization/Business Information***

Today's Date: \_\_\_\_\_ Event Date: \_\_\_\_\_

Name of Organization/Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Contact Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Is your organization/business: Non-Profit \_\_\_\_\_ Private/For Profit \_\_\_\_\_ Tax ID#: \_\_\_\_\_

Purpose of your organization/business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does your event pass the Two-Part Test? Yes \_\_\_\_\_ No \_\_\_\_\_

**If the answer to the question above is no, you are not eligible for HOT funds and need not continue.**

### ***Event, Program, or Activity Description***

*Please answer all items that apply to your request.*

Name of your event, program, or activity: \_\_\_\_\_

Website address of your event, program, or activity: \_\_\_\_\_

Date(s) of event, program, or activity: \_\_\_\_\_

Check which expenditure category/categories from Two-Part Test apply to your funding request?

- Funding the establishment, improvement or maintenance of a convention center or visitor information center.
- Paying administrative costs for facilitating convention registration.
- Paying for tourism-related advertising and promotion of the city or its vicinity.
- Funding programs that enhance the arts.
- Funding historical restoration or preservation programs.
- Sporting events which majority of participants are tourists in cities located in a county with a population of a million or less.

Location of event, program, or activity (must take place in the City of Sunset Valley): \_\_\_\_\_

How many years have you held this event, program, or activity? \_\_\_\_\_

If previously funded, have additional activities been added or expanded? \_\_\_\_\_

If yes, please explain: \_\_\_\_\_

Do you have other sponsors? If yes, please list their names: \_\_\_\_\_

**Tourism Outcomes**

Number of total persons expected to attend this event, program, or activity: \_\_\_\_\_

#Sunset Valley Residents \_\_\_\_\_ #Outside Sunset Valley Area \_\_\_\_\_

Approximate number of people attending/visiting the event expected to stay overnight in Sunset Valley hotels, motels or bed & breakfasts?

List host lodging venue that currently have a block of rooms for this event:

Venue	# of Rooms Blocked	Room Rate
_____	_____	_____

How will your event, program, or activity attract people already staying at a Sunset Valley lodging establishment? \_\_\_\_\_

How will you measure the impact of your event on lodging activity? \_\_\_\_\_

How will the funds, if approved, be used to promote hotels and overnight stays in Sunset Valley? \_\_\_\_\_

How will the proposed activity, if funded, enhance and promote tourism in Sunset Valley? \_\_\_\_\_

What geographic areas will your advertising and promotion reach? \_\_\_\_\_

It is required that the approved City of Sunset Valley and Holiday Inn logos be included on the event/activity website and sponsor acknowledgement materials. Please initial to acknowledge: \_\_\_\_\_

What City of Sunset Valley resources will be required? \_\_\_\_\_

Have you completed the Special Event Permit Application? \_\_\_\_\_

---

**Required Documents**

- \_\_\_\_\_ Completed application – email is acceptable to [malingafelter@sunsetvalley.org](mailto:malingafelter@sunsetvalley.org)
- \_\_\_\_\_ Itemized, detailed list of expenditures relevant for HOT Funds revenue use
- \_\_\_\_\_ Advertising /Marketing/Social Media Plan, including target audience
- \_\_\_\_\_ List of Board of Directors, event committee, or program coordinators with contact information
- \_\_\_\_\_ Event, program, or activity timeline, traffic, parking, and safety plans
- \_\_\_\_\_ Event, program, or activity budget

**Funding Request:**

Amount Requested: \$ \_\_\_\_\_

Amount granted in past for same event or expenditure: \$ \_\_\_\_\_

Do you anticipate requesting a HOT Fund Grant next year? If so, for what amount? \_\_\_\_\_

SUNSET VALLEY – Hotels and Bed & Breakfast

<b>Type - Name</b>	<b># of Units</b>	<b>Location</b>	<b>Telephone</b>
Hotel – Holiday Inn Express	99	4892 US Highway 290 West	512.891.9500
Bed & Breakfast – Dancing Tiger, LLC	1	5 Reese	
Bed and Breakfast – Stephen Davis	1	4470 Stearns Lane	

SFC Farmers' Market at Sunset Valley  
 Sunset Valley HOT Funds: Expenditures and Target Audiences  
 Contract Period: 10/01/21 - 09/31/22

Total: \$30,000

Spending Category	Projected Amount	Details and Audiences
<b>Advertising</b>		
Mailer	\$6,500.00	Purchase mailing list from Austin and further suburbs - incentivize attendance with promotional/giveaway items
<b>Digital Ads</b>		
Social Media	\$2,400.00	1 FB/IG ad @ \$200 per month to promote events/activities and new products at market - audience is followers and friends of followers, targeted zip codes outside 78745
Local Online Publications	\$5,050.00	Local publication with online events pages highly trafficked by visitors to Austin area
<b>Print Ads</b>		
Local Print Publications	\$4,500.00	4x \$500 advertorial section highlights of seasonal produce and vendors, 1/4 page ads highlighting upcoming events and market activities; Seasonal campaigns featuring local farmers
<b>Total</b>	<b>\$18,450.00</b>	

<b>Printed Materials: Flyers, Posters, etc</b>		
FM Brochures	\$300.00	New design - highlight SV market - give out to local businesses and schools
A-Frame inserts	\$200.00	Additional directional and at market signage
Tent banners	\$300.00	New in market tent signs to easily direct customers to services
Permanent signage	\$750.00	(E.g. at Cane Rosso before parking lot entrance)
<b>Total</b>	<b>\$1,550.00</b>	

<b>Events and Educational Programming</b>		
Special Events, 2 per Year @ \$600 each	\$1,200.00	Winter Gathering; Latch On in August
Music, Every Saturday (30 @ \$200 each)	\$6,000.00	Featuring local and travelling musicians, co-promotion expected to followers of the artists
Educational Programming Activities at Taste the Place	\$1,000.00	Materials, infrastructure and stipends for chefs and community members to promote seasonal ingredients and local businesses
Paid Activity Providers, 1 per month in season @ \$125 ea	\$1,000.00	Childrens activities and adult themed educational opportunities including gardening classes, fitness, healthy eating and family friendly entertainment
Promotional Items and Incentives for Giveaways	\$800.00	Purchased from vendors and local businesses for raffles and online giveaways
<b>Total</b>	<b>\$10,000.00</b>	
<b>Grand Total</b>	<b>\$30,000.00</b>	

COUNCIL MEETING DATE: JUNE 10, 2021



## BUDGET AND FINANCE – AGENDA #9

---

STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Review, discuss, and possibly make a recommendation to Council for HOT Funds expenses

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: WORKSHEET

## Hotel Occupancy Tax PROPOSED FY 22 BUDGET

Revenues														
Account String	Funds	Funds Name	Department	Departments Name	Type	Account Code	Account Name	FY 16 Actual	FY 17 Actual	FY 18 Actual	FY 19 Actual	FY 21 YTD	Proposed	Description
16-16-4080	16	Hotel Occupancy Tax	16	Hotel Occupancy Tax	Revenues	4080	Hotel Occupancy Tax	\$ 271,413.00	\$ 263,011.00	\$ 255,261.00	\$ 248,891.00	\$ 100,072.00	\$ 176,384.00	95% revenue projection
16-16-4095	16	Hotel Occupancy Tax	16	Hotel Occupancy Tax	Revenues	4095	Interest	\$ 2,332.00	\$ 4,962.00	\$ 11,524.00	\$ 16,406.00	\$ 482.00	\$ 5,000.00	Interest reduced from original \$10,143.65 due to lower receipts and rates
								<b>\$ 273,745.00</b>	<b>\$ 267,973.00</b>	<b>\$ 266,785.00</b>	<b>\$ 265,297.00</b>	<b>\$ 100,554.00</b>	<b>\$ 181,384.00</b>	
Expenses														
Account String	Funds	Funds Name	Department	Departments Name	Type	Account Code	Account Name	FY 16 Actual	FY 17 Actual	FY 18 Actual	FY 19 Actual	FY 21 YTD	Proposed	Description
16-16-5500	16	Hotel Occupancy Tax	16	Hotel Occupancy Tax	Expenses	5500	Advertising/Public Notices	\$ 98,975.00	\$ 99,332.00	\$ 93,082.00	\$ 116,590.00	\$ 82,355.00	\$ 39,915.00	Advertising for SV Arts Commission
16-16-5551	16	Hotel Occupancy Tax	16	Hotel Occupancy Tax	Expenses	5551	Sunset Valley Arts Commission- Arts Fest	\$ 34,845.00	\$ 37,040.00	\$ 40,001.00	\$ 37,650.00	\$ -	\$ 41,435.00	Amount requested by the SVAC
16-16-5554	16	Hotel Occupancy Tax	16	Hotel Occupancy Tax	Expenses	5554	JDRF One Walk	\$ -	\$ 10,000.00	\$ 15,000.00	\$ 15,000.00	\$ -	\$ -	No request received by deadline
16-16-5556	16	Hotel Occupancy Tax	16	Hotel Occupancy Tax	Expenses	5556	SFC- Farmer's Market	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00	Amount requested by the SFC Farmer's Market for advertising
								<b>\$ 133,820.00</b>	<b>\$ 146,372.00</b>	<b>\$ 148,083.00</b>	<b>\$ 169,240.00</b>	<b>\$ 82,355.00</b>	<b>\$ 111,350.00</b>	



COUNCIL MEETING DATE: JUNE 10, 2021



## BUDGET AND FINANCE – AGENDA #10

---

STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Review, discuss, and possibly approve Budget Calendar

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: BUDGET CALENDAR

FINANCIAL PLANNING CALENDAR	2021
Discuss Upcoming Budget	April 29, 2021
Auditor's Report Presentation	April 29, 2021
Sales Tax Revenue Discussion	May 20, 2021
Administration Department	May 20, 2021
Police Department & Crime Control District	May 27, 2021
Municipal Court	June 3, 2021
General Government	June 3, 2021
HOT Fund Proposals*	June 10, 2021
HOT Funds Department	June 10, 2021
Public Works Department	June 17, 2021
Water Department	July 8, 2021
Wastewater Department	July 8, 2021
Solid Waste Department	July 15, 2021
Drainage Department	July 15, 2021
Street Tax	July 22, 2021
Green Tax	July 22, 2021
Repair & Replacement/Capital Assets	July 29, 2021
Projects	July 29, 2021
Bring Back Items	July 29, 2021
Revisit Sales Tax Revenues	August 5, 2021
Bring Back Items	August 5, 2021
Mayor Files Budget	August 13, 2021
Present Budget to Council	August 17, 2021
Public Hearing	September 7, 2021
Approve Budget	September 21, 2021
*HOT FUND request must be submitted by May 31, 2021	

COUNCIL MEETING DATE: JUNE 10, 2021



# BUDGET AND FINANCE – AGENDA # 11

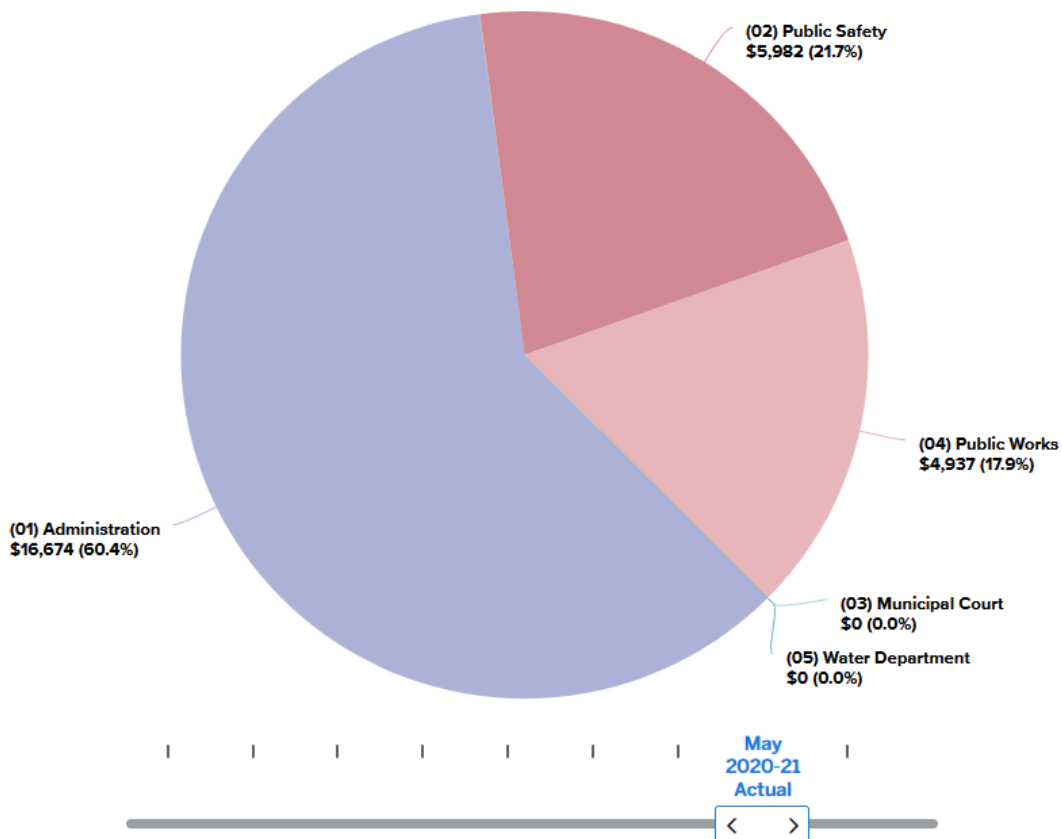
STAFF PREPARER/CONTACT INFORMATION: Suzanna Fleegal  
sfleegal@sunsetvalley.org

SUBJECT: ADMINISTRATION

DESCRIPTION: Suggestions for future items

Background: IT breakdown for FY21 actuals is below:

All Funds  IT Management Services



[Access the whole report here.](#)

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING: N/A

SUPPORTING MATERIALS PROVIDED: NONE