CITY OF MERCED 2016-2017 CITY COUNCIL APPROVED BUDGET

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DESCRIPTION

The Office of Economic Development stimulates and enhances the community's economic well-being. Business development and job creation programs include recruitment of new businesses, expansion of existing businesses, and retention of existing businesses by maintaining a mutually beneficial relationship between the client company and local government.

The department coordinates economic development, business development, and marketing activities with local, regional, and state economic development organizations. By participating in trade shows, conducting missions, attending conferences, and hosting promotional events, the office fosters relationships with site location consultants, brokers, and corporation real estate officers.

The City's partnerships with the University of California Merced and Small Business Development Center is focused on retaining UC Merced graduates, clustering innovative business start-ups, job creation, and fostering local small business development. A Memorandum of Understanding executed by the six Cities with Merced County solidifies the area's role and position in regional economic development efforts.

MISSION

Prosper Merced.

GOALS

- Keep Merced as the center. Protect and build Merced's role as the region's center for retail trade, education, and professional and medical services.
- Move forward. Strengthen Merced's environment for knowledge-based industry, building upon relationships with the University of California Merced.
- Build community quality. Maintain and encourage high community standards for Merced's services, infrastructure, and private development.
- Seize each opportunity. Capitalize on opportunities to retain, expand, and recruit new basic jobs in Merced.
- Be prepared. Provide adequate job-generating land and infrastructure to assure a competitive community position.
- Connect the dots. Deliberately integrate all of Merced's economic development efforts.
- Continue incorporating action items from the 2012 Economic Development Action Plan.

ECONOMIC DEVELOPMENT

OBJECTIVES

- Investigate through a feasibility study the opportunities to develop a new local and/or regional industrial park.
- 2. Find a company to market, prepare plans for virtual buildings, and eventually construct a speculative building for City-owned properties in the Airport Industrial Park.
- Partner with University Industrial Park owner on site and infrastructure improvements and marketing efforts.
- 4. Identify and evaluate programs to attract industries with emphasis on wet users.
- 5. Continue working on High Speed Rail and other projects that may serve as economic engines in Downtown Merced.
- Engage education, UC Merced, Merced Community College, et al, on documenting the workforce, identifying training programs, and retaining talent.
- 7. Re-direct resources to better support economic development efforts.

PERFORMANCE MEASUREMENTS/INDICATORS

Engage an economic development consultant and site consultant on creating a work program for an industrial park feasibility study by December 2016.

Enter into a Public Private Partnership with a real estate company supported by a strong site consultant network by January 2017.

Maintain regular contact with the property owner and investigate opportunities for Public Private Partnerships, funding, and grants.

Continue seeking options to effectively and efficiently pre-treat wastewater for wet users with regular updates starting January 2017.

Identify City assets in Downtown Merced that may be used as equity for projects such as mixed-use developments, collaboration space, and nightlife by November 2016.

Work with the Department of Workforce Investment and academic institutions on seeking funding through agencies to commence studies on the local workforce. Updates to be regularly provided.

Transition out EDAC and replace with pertinent economic development services providers and organizations groups and the Merced County Economic Development Partnership.

ECONOMIC DEVELOPMENT

8. Maintain core economic development programs supporting business attraction, expansion, and retention.

Continue outreach and marketing efforts, digital certification, local business visits, foster relationships and partnerships, engage retailers, site consultants, and brokers, etc. throughout the Fiscal Year.

2016-2017 BUDGET HIGHLIGHTS

The Office of Economic Development budget continues to support existing staffing levels, as well as the City's contribution to the Small Business Development Center. The core program emphasizes job creation through attraction, expansion, and competitive readiness. Resources will be committed to future economic development planning efforts such as starting a feasibility study for a new industrial park. Completing of a number of the identified goals and objectives relies upon support from economic development and site consultants.

FUND NO. 001

Economic Development

ACCOUNT NO. 2002

EXPENSES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Dept.Head Request 2016-17	City Mgr. Recom. 2016-17	Council Approval 2016-17
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	260.676 85.675 0 0	296.423 111.545 0 0 0	278,454 200,630 0 0	290,291 209,274 0 0 0	288.035 209.091 0 0	288.035 209.091 0 0 0
TOTAL	346,351	407,968	479,084	499,565	497,126	497,126

FINANCING SOURCES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Estimated 2016-17
PERS-EE Share 2.5% @ 55 PERS-EE Share 2% @ 62 Interest on Loans Repayment on Loan Land Sales Rent of Facilities Interdept DSR-Wastewater Interdept DSR-Waster Sys Interdept DSR-Refuse Other Revenues	15.570 0 0 17.838 66.335 66.335 66.335 113.938	15,698 20 6.575 1.976 435,236 9.082 68.175 68.175 68.175 265.144-	14.252 15.717 4.806 0 67.734 67.734 67.734 241.107	14.639 0 4.385 16.140 0 70.747 70.747 70.747 70.747 249.721
TOTAL	346,351	407,968	479,084	497,126

PERSONNEL

Number of Positions

Classification	Funded In Budget 2015-16	Dept.Head Request 2016-17		Council
Director of Economic Dev. Development Assoc. Secretary I/II Housing Program Supervisor	.90 1.00 .05	.90 1.00 .05	.90 1.00	.90 1.00
TOTAL	1.95	1.95	1.90	1.90

001-2002 Economic Development ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2013-14	ACTUAL 2014-15	FINAL BUDGET 2015-16	DEPT. HEAD REQUEST 2016-17	CITY MGR. RECOM. 2016-17	COUNCIL APPROVAL 2016-17
571.01-00 Regular Salaries 571.04-01 Regular Overtime 571.10-02 Unused Sick Leave 571.10-05 Retirement PERS Classic 571.10-06 Social Security-OASDI 571.10-07 Social Security-Medicare	169.038 206 2.573 36.533 9.174 2.613	191.969 0 2.724 41.901 10.915 2.958	181.243 0 1.286 44.866 10.653 2.778	187.798 0 1.286 48.902 10.915 2.872	185.999 0 1.286 48.902 10.803 2.846	185.999 0 1.286 48.902 10.803 2.846
571.10-10 Retirement-PERS New Membr 571.10-12 Workers Compensation 571.10-20 Earned Benefit 571.10-24 Vehicle Allowance 571.10-33 Core Allowance	0 1.283 4.727 6.923 27.606	2.941 766 5.058 7.444 29.747	0 468 4,284 7,452 25,424	444 428 4.637 6.998 26.011	444 413 4.637 6.998 25.707	444 413 4.637 6.998 25.707
Personnel Services	260,676	296,423	278,454	290,291	288,035	288,035
572.12-00 Telephone 572.13-00 Postage 572.15-00 Office Supplies 572.16-00 Printing 572.17-00 Professional Services 572.18-00 Travel and Meetings	929 67 2.040 0 13.641 11.284	1.530 91 2.177 60.705 11.054	$\begin{array}{r} 3.300 \\ 500 \\ 2.000 \\ 600 \\ 100.100 \\ 19.491 \end{array}$	3,432 500 2,080 600 99,865 20,270	3.432 500 2.080 600 99.865 20.270	3.432 500 2.080 600 99.865 20.270
572.19-00 Mileage 572.20-00 Training Expense 572.21-00 Rents/Leases 572.22-00 Office Equipment O & M 572.24-00 Memberships, Subscription 572.25-00 Maintenance Matls & Svcs	925 6.106 149 0 4.237 470	356 6.664 242 0 2.488 0	6.709 19.491 1.488 104 13.252 2.000	6,977 20,270 1,547 108 13,469 2,080	6.977 20.270 1.547 108 13.469 2.080	6.977 20.270 1.547 108 13.469 2.080
572.29-00 Other Materials Supplies 572.30-01 Dept Share of Insurance 572.38-00 Support Services 572.45-00 Facilities Maint Charge	563 6.716 8.317 30.231	1.880 7.741 8.877 7.740	1.816 12.102 9.608 8.069	1.888 15.871 11.132 9.185	1,888 15,809 11,051 9,145	1.888 15.809 11.051 9.145
Supplies and Services	85,675	111,545	200,630	209,274	209,091	209,091
** Economic Development	346,351	407,968	479,084	499,565	497,126	497,126

ECONOMIC DEVELOPMENT

- 13-00 Includes mailings to local employers, California Competes updates, and marketing mailings to regional, state, and national targeted clients
- 14-00 Advertising with TeamCalifornia, other site selection journals, and International Council of Shopping Centers promotions. Publication of legal notices, design standards, environmental determinations, etc.
- 16-00 Printing of brochures, newsletters, tradeshow handouts, outreach materials, industrial site catalog, and other informational newsletters
- 17-00 Graphics and marketing services for brochures and promotional materials, marketing for investment missions, industrial prospecting services, web and GIS site maintenance and updates, and contract with economic development service provider, small business development services. State Controller report, escrow, title and broker fees, and marketing services, web services, economic development retainers
- 18-00 Participation in California Association of Local Economic Development (CALED), International Council of Shopping Centers (ICSC) tradeshows, industrial trade conferences and recruiting missions, business development workshops, site consultant workshops and meetings. Training programs, marketing outreach, recruitment missions, business workshops, and industry and retail targeted programs
- 20-00 Registration for various outreach venues coordinated through TeamCalifornia, International Council of Shopping Center, Roundtable in the High Desert, professional training seminars International Council of Shopping Centers Alliance Program and Idea Exchange, industrial outreach programs, business development programming
- 24-00 Membership for International Economic Development Council; California Association for Local Economic Development; TeamCalifornia; International Council of Shopping Centers; subscription to various demographics reports. Urban Land Institute, Shopping Center Database, California Annual Retail Survey, ESRI Business Analyst On-line, LoopNet.

- 25-00 Maintenance for glass display Mainplace, Art maintenance, fences, and weed abatement
- 29-00 Public presentation materials, photo processing, graphics display items, film, photographic equipment, tablet and smartphone upgrades, fees, and software

DESCRIPTION

The Merced Services (MVS) program promotes tourism to Merced, thereby enhancing the City of Merced's General Fund Revenue through increased transient occupancy taxes and sales tax revenue. Duties of the MVS program include responding to inquires generated from travelers, potential visitors, film location scouts, relocation inquiries, and meeting/event/conference planner requests. In addition to travel counseling, the MVS program is responsible for managing and operating the California Welcome Center, working closely with Visit California. MVS also performs the duties of the Film Commission for Merced County. MVS reports to the Office of Economic Development.

MISSION

Merced Visitor Services is committed to bringing more visitors to Merced and increasing visitor spending.

GOALS

- ◊ Increase Merced Visitor Services revenues.
- Strengthen the operations and administration of the Visitor Services through strategic partnerships.
- ♦ Establish Merced as a brand (A go to City rather than a go through City).
- Raise awareness of the destination beyond being known as the Gateway to Yosemite.
- Oeliberately link activities to overall economic development efforts for the community and downtown.
- ♦ Strengthen the role and visibility of the Merced Film Commission.

OBJECTIVES

 Issue a Request For Proposal and evaluate results concerning the Welcome Center and Merced Visitor Services.

PERFORMANCE MEASUREMENTS/INDICATORS

Issue the RFP by the end of August 2016 and transition operations by end of January 2017 if qualified bids are received.

If the Welcome Center and Merced Visitor Services program are successfully contracted to an outside entity, the Development Associate will

MERCED VISITOR SERVICES

be transitioned to the Office of Economic Development providing administrative and technical support.

- 2. Increase Welcome Center Increase revenues from per person visits, ad and marketing sales through revenue streams by creating more marketing opportunities. cooperative programs such as the
- Work with local business owners, the 3. Develop special promotions for all sectors of hospitality including restaurants, hotels, organizations to develop a calendar of attractions, etc. promotional events by September
- 4. Expedite Film Commission permits.
- 5. Enhance Merced's image via Way Finding Signs and the Highway Billboard.
- 6. Develop a Strategic Action Plan for Merced Visitor Services

California Welcome Center Program.

Greater Chamber of Merced, and other 2016.

Work with the Finance Department to re-write the Film Commission ordinance to expedite the process by December 2016.

Replace fading Way Finding Signs and have a new billboard face installed by September 2016.

Work with UC Merced to assist with preparing an Action or Business Plan with completion by March 2017.

2016-2017 BUDGET HIGHLIGHTS

The Merced Visitor Services (MVS) is similar to the previous Fiscal Year's budget. The Welcome Center and Merced Visitor Services program will be put out to bid via a Request for Proposal. The City will continue to run the programs until a successful bidder is awarded a contract, or if the bids are not accepted. Should the Welcome Center and MVS be contracted out, the staff member responsible for the program will be transitioned to the Office of Economic Development to provide administrative and technical support.

Merced Visitor's Services

ACCOUNT NO. 2006

EXPENSES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Dept.Head Request 2016-17	City Mgr. Recom. 2016-17	Council Approval 2016-17
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	118.730 36.468 0 0	132.006 36.104 0 0	118,539 52,725 0 0 0	121.421 44.330 0 0	119.174 44.044 0 0	119.174 44.044 0 0 0
TOTAL	155,198	168.110	171,264	165.751	163,218	163,218

FINANCING SOURCES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Estimated 2016-17
PERS-EE Share 2.5% @ 55 Merchandise Income Brochure Commission Contributions and Donatio Interdept DSR-Downtown Interdept DSR-Bell Stat Interdept DSR-Pkng Auth Other Revenues	4.805 28.999 5.513 424 23.837 11.919 11.919 67.782	5.479 26.119 6.218 761 6.149 3.075 3.075 3.075 117.234	4.970 26.700 500 23.459 11.730 11.730 86.175	4.914 28.000 6.000 12.180 12.180 12.180 12.180 87.264
TOTAL	155,198	168,110	171,264	163,218

PERSONNEL

Number of Positions

Classification	Budget	Dept.Head Request 2016-17	Recom.	Council
Development Associate Secretary I/II	1.00 .05	1.00 .05	1.00	1.00
TOTAL	1.05	1.05	1.00	1.00

001-2006 Merced Visitor's Services ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2013-14	ACTUAL 2014-15	FINAL BUDGET 2015-16	DEPT. HEAD REQUEST 2016-17	CITY MGR. RECOM. 2016-17	COUNCIL APPROVAL 2016-17
571.01-00 Regular Salaries 571.03-00 Extra Help 571.04-01 Regular Overtime 571.10-05 Retirement PERS Classic 571.10-06 Social Security-OASDI 571.10-07 Social Security-Medicare	61.560 21.522 46 11.443 3.134 1.048	62.878 22.874 0 14.702 3.697 1.196	63.788 18.914 0 15.744 3.739 1.149	64.815 19.387 0 16.522 3.883 1.189	63.015 19.387 0 16.522 3.772 1.163	63.015 19.387 0 16.522 3.772 1.163
571.10-10 Retirement-PERS New Membr 571.10-12 Workers Compensation 571.10-20 Earned Benefit 571.10-27 PTS Plan FICA Alternative 571.10-33 Core Allowance	0 475 1.259 280 17.963	0 9.253 797 297 16.312	0 101 1.200 246 13.658	444 84 1.200 252 13.645	444 78 1,200 252 13,341	444 78 1,200 252 13,341
Personnel Services	118,730	132,006	118,539	121,421	119,174	119,174
572.11-00 Utilities 572.12-00 Telephone 572.13-00 Postage 572.15-00 Office Supplies 572.17-00 Professional Services 572.18-00 Travel and Meetings	30 411 136 639 1.218 93	317 378 168 445 949 650	318 440 987 463 12,860 1,030	330 457 500 557 2.143 1.571	330 457 500 557 2.143 1.571	330 457 500 557 2.143 1.571
572.20-00 Training Expense 572.21-00 Rents/Leases 572.24-00 Memberships, Subscription 572.29-00 Other Materials Supplies 572.30-01 Dept Share of Insurance 572.38-00 Support Services	0 456 5.350 13.411 1.840 3.527	0 463 6.307 13.405 1.575 3.750	$1.030 \\ 515 \\ 6.813 \\ 15.446 \\ 1.450 \\ 4.284$	571 535 6.800 16.063 1.682 4.690	571 535 6.800 16.063 1.568 4.588	571 535 6.800 16.063 1.568 4.588
572.45-00 Facilities Maint Charge	9,357	7,697	7,089	8,431	8,361	8,361
Supplies and Services	36,468	36,104	52,725	44,330	44.044	44,044
** Merced Visitor's Services	155,198	168,110	171,264	165,751	163,218	163,218

DESCRIPTION

The Economic Development Department, with the counsel of the Economic Development Advisory Committee, promotes economic development activity in the Airport Industrial Park consisting of land sales and property leasing. Installation, improvement, and maintenance of infrastructure are programs undertaken to assure existing, expanding and future industrial tenants will be well served in the Airport Industrial Park.

MISSION

The Airport Industrial Park provides opportunities for economic growth in Merced through sale of land to job generating industries that will benefit the community.

GOALS

- ♦ Encourage new job generating industry to locate at the Airport Industrial Park.
- ♦ Accommodate the expansions or necessary relocations of local industries.
- Generate revenues for economic development activities and economic development related capital improvement projects.
- Monitor and adjust as necessary the sales price of the Airport Industrial Park property to be equal with market rate.

OBJECTIVES

- Investigate the need for improved digital connectivity for users in the Airport Industrial Park.
- Position the Airport Industrial Park as the Affordable Industrial Park for new businesses and expansion.

PERFORMANCE MEASUREMENTS/INDICATORS

Conduct a meeting with business owners and plant managers to determine the demand for digital connectivity by December 2016.

Continue to monitor Airport Industrial Park land pricing. Engage in shadow building programs with consultants and developers. Identify opportunities by December 2016. 3. Increase the supply of industrial designated property in the Southern Airport Industrial Park area.

Investigate the annexation of contiguous properties adjacent to the South Airport Industrial Park by June 2017.

2016-2017 BUDGET HIGHLIGHTS

The proposed budget for fiscal year 2016-17 is substantially similar to that of the previous year.

FUND NO. 448

ACCOUNT NO. 2003

Airport	Industrial	Park
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EXPENSES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Dept.Head Request 2016-17	City Mgr. Recom. 2016-17	Council Approval 2016-17
Personnel Expenses Supplies and Services	0 42.109	0 5.131	0 47.805	0 5.631	0 5.596	0 5,596
Debt Service Acquisitions	42.105 0 0	0	0	0	0	0
Capital Improvements * Undefined *	1.069 24.574	3,513 135	1.183.332 141.993	1,086,542 267,101	0 1,353,678	0 1,303,678
TOTAL	67,752	8,779	1,373,130	1,359,274	1,359,274	1,309,274

FINANCING SOURCES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Estimated 2016-17
Cost Recovery Investment Earnings Other Revenues	277,697 3,785 213,730-	0 10,760 1,981-	0 6.320 1.366.810	7.369 9.580 1,292,325
TOTAL	67.752	8.779	1,373,130	1,309,274

448-2003 Airport Industrial Park ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2013-14	ACTUAL 2014-15	FINAL BUDGET 2015-16	DEPT. HEAD REQUEST 2016-17	CITY MGR. RECOM. 2016-17	COUNCIL APPROVAL 2016-17
572.17-00 Professional Services	36,938	0	0	0	0	0
Supplies and Services	36,938	0	0	0	0	0
575.92-01 Interdept DSC-General Fnd 575.92-17 Interdept DSC-Develop Svc	0 5,171	0 5,131	41,503 6,302	0 5.631	0 5,596	0 5,596
Interdepartmental	5,171	5,131	47.805	5,631	5,596	5,596
647.65-00 Capital Imp. Projects	1.069	3,513	1.183.332	1.086.542	0	0
Capital Outlay	1.069	3.513	1,183,332	1,086,542	0	0
908.93-01 Trsf-General Fund (001) 908.93-74 Trsf-EcDev Oppor (074)	4.200 0	135 0	88,961 0	7.369 0	7,369 1,086,577	7.369 1.086.577
Other	4,200	135	88,961	7,369	1.093.946	1.093.946
948.93-61 Trsf-Airport Capital(461)	0	0	3.032	99.032	99,032	49,032
Other	0	0	3,032	99,032	99.032	49.032
958.93-61 Trsf-Airport Fund (561)	0	0	0	60.700	60,700	60,700
Other	0	0	0	60.700	60.700	60.700
968.93-67 Trsf-Liability Insur(667) 968.93-71 Trsf-Facilities Main(671)	0 20,374	0 0	50.000 0	100.000 0	100.000 0	100.000 0
Other	20.374	0	50,000	100.000	100.000	100,000
** Airport Industrial Park	67,752	8,779	1.373.130	1.359.274	1.359.274	1,309,274

PROGRAM

Fund is used to account for operation and maintenance of the Bell Station, which is leased to the United States Post Office and used as a post office location at 415 West 18th Street.

MISSION

Maintain and preserve the Bell Station as a historic icon in Downtown Merced.

GOALS

- Secure and maintain appropriate tenants for the main level of the facility while preserving its historic character.
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OBJECTIVES

PERFORMANCE MEASUREMENTS/INDICATORS

 Maintain current occupancy level and tenant mix at the Bell Station.
Maintain the character of the Bell Station.
Maintain the character of the Bell Station.
Meplace and repair fixtures, equipment, and grounds as needed.
Develop a system that monitors lease terms for renewals and rent increases.
Continue to make improvements to the Bell Station with a focus on hallway interior painting.
Create a tickler system for lease renewals and options by September 2016.

2016-2017 BUDGET HIGHLIGHTS

All available space in the Bell Station is leased. This budget is substantially similar to previous years. Use of the Bell Station is subject to the Agreement between the federal Department of Interior and the City of Merced.

FUND NO. 063

Bell Station Facility

ACCOUNT NO. 2005

EXPENSES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Dept.Head Request 2016-17	City Mgr. Recom. 2016-17	Council Approval 2016-17
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements * Undefined *	0 77.732 0 2.842 14.944 6.920	0 61.260 0 345 73.138 7.168	0 81.746 0 7.000 291 7.426	0 151.055 0 7.280 291 7.692	0 162,120 0 7,280 291 7,692	0 162.120 0 7.280 291 7.692
TOTAL	102,438	141,911	96,463	166,318	177,383	177,383

FINANCING SOURCES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Estimated 2016-17
Investment Earnings Rent of Facilities Other Revenues	1,111 112,372 11,045-	454 84,788 56,669	820 95.643 0	520 99,374 77,489
TOTAL	102,438	141,911	96,463	177,383

063-2005 Bell Station Facility ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2013-14	ACTUAL 2014-15	FINAL BUDGET 2015-16	DEPT. HEAD REQUEST 2016-17	CITY MGR. RECOM. 2016-17	COUNCIL APPROVAL 2016-17
515.92-01 Interdept DSC-General Fnd	11,919	3,075	11,730	12,303	12,180	12,180
Interdepartmental	11,919	3,075	11,730	12,303	12,180	12,180
572.11-00 Utilities 572.12-00 Telephone 572.17-00 Professional Services 572.29-00 Other Materials Supplies 572.30-01 Dept Share of Insurance 572.38-00 Support Services	43.292 197 13.810 1.509 3.304 1.854	38.111 245 14.070 1.039 1.960 1.221	40.000 200 14.340 10.376 2.820 913	41.600 208 14.340 75.438 3.816 1.758	41.600 208 14.340 86.673 3.841 1.658	41,600 208 14,340 86,673 3,841 1,658
Supplies and Services	63,966	56,646	68,649	137,160	148,320	148,320
573.43-00 Machinery/Equipment	2,842	345	7,000	7,280	7,280	7,280
Property	2,842	345	7.000	7,280	7,280	7,280
574.91-01 Adm Exp-City Manager 574.91-02 Adm Exp-City Attorney 574.91-03 Adm Exp-City Clerk 574.91-09 Adm Exp-Finance 574.91-10 Adm Exp-Purchasing 574.91-16 Adm Exp-City Council	430 136 0 1.039 143 99	175 85 301 798 102 78	219 48 137 782 93 88	216 58 167 923 124 104	308 61 158 878 117 98	308 61 158 878 117 98
Other	1,847	1,539	1,367	1,592	1,620	1,620
677.65-00 Capital Imp. Projects	14,944	73,138	291	291	291	291
Capital Outlay	14,944	73,138	291	291	291	291
968.93-71 Trsf-Facilities Main(671)	6,920	7,168	7,426	7,692	7,692	7,692
Other	6,920	7,168	7,426	7,692	7,692	7,692
** Bell Station Facility	102,438	141,911	96,463	166,318	177,383	177,383

AIRPORT

DESCRIPTION

The Merced Regional Airport is a FAA Part 139 certificated airport offering commercial, corporate and general aviation operations and related services. The airport activities are conducted in accord with federal and state laws and regulations, and the City's Municipal Code and local ordinances. The airport's runway, taxiways, terminal building, aircraft parking and hangar areas are managed by the City to ensure the safe and efficient movement of aircraft and airport customers. The airport is an important economic development resource for the City of Merced.

MISSION

The Merced Regional Airport supports the economic and physical development of the City of Merced by providing resources for commercial airline service, corporate and general aviation, air ambulance services, flight training, aircraft maintenance and repair, fuel sales and a restaurant.

GOALS

- Provide sustained high quality aviation services and facilities by maintaining and operating the Merced Regional Airport in a safe, secure, cost-effective and financially self-sufficient manner.
- Increase the utilization of Airport assets by expanding passenger enplanement numbers and providing improved passenger physical facilities.
- Increase pilot training avenues to equip individuals for a career in aviation and for private pilot usage of the airport. Encourage development of a flying club for more affordable general aviation activity. Encourage pilot safety activities offered through the FAA.
- Expand awareness of the airport through events open to the public to build interest in aviation, working with the airport based general aviation community.
- Enter into new leases and agreements for provision of aviation related services to generate additional operating revenues.

OBJECTIVES

1. Contribute to economic development efforts of the City.

PERFORMANCE MEASUREMENTS/INDICATORS

Effectively work with the federal government, businesses, tenants, and customers to increase activities and revenues at the airport.

2. Enhance airport revenues and reduce operational costs at the Merced Regional Airport.

Sustain and operate the airport with reduced reliance on City General Fund subsidy.

3. Maintain and grow scheduled airline service at Merced Regional Airport.

Airline service continues and expands; EAS program participation continues with no interruption to service; advertising efforts to be employed in a broader geographic region.

4. Maintain safe operation of the Merced Airport.

Achieve "Excellent" results on all annual inspection/performance reports provided by the FAA, National Weather Service, and State of California. Work with tenants of airport to ensure satisfactory performance to avoid inspection violations due to tenant action or inaction.

Proactive efforts to achieve no lost time or employee reportable medical injuries, aircraft incursions or accidents.

5. Continuous Improvement of Airport facilities.

Stay on schedule and within budget on all capital improvement items as described in the Merced Airport Master Plan and as updated in the Airport Capital Improvement Plan on an annual basis. Be prepared to pursue available "shovel ready project" funding at end of FAA annual funding cycle. 6. Maintain excellent Tenant and City relationships.

Create transparency of airport operations and policies through airport business tenant meetings, monthly reports, informational mail-outs as needed, and updates to the Airport website.

2016-2017 BUDGET HIGHLIGHTS

The primary highlights will continue to be attention to ongoing Airport financial sustainability, as well as increasing passenger enplanements and terminal upgrades to ensure that the passenger experience is one that travelers will wish to repeat. In addition, efforts will continue to expand airport businesses. Necessary updates to facilities and airport operating areas will be accomplished as private, local, City, State, and Federal funding sources allow. However, for Airport Terminal renovations no Federal funding will be available. Overall, operating expenses will remain similar to last year, however, the airport is requesting the additional funding for advertising in furtherance of economic development goals.

ACCOUNT NO. 1303

EXPENSES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Dept.Head Request 2016-17	City Mgr. Recom. 2016-17	Council Approval 2016-17
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements * Undefined *	304.730 168.976 0 155.422 9.179	266.247 162.249 0 155.422 11.809	261.000 221.271 0 0 9.850	293.753 264.920 0 0 11.743	283.307 279.841 0 0 11.743	283.307 279.841 0 0 11.743
TOTAL	638.307	595,727	492,121	570,416	574,891	574,891

Airport

FINANCING SOURCES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Estimated 2016-17
Aircraft Taxes Unsecured Utilities Reimbursement PERS-EE Share 2.5% @ 55 PERS-EE Share 2% @ 62 Personnel Time ChargedCIP Aircraft Tie Downs Port. Hangar-Space Rental Fuel Flowage Fees Landing Fees Fixed Base Operations(com Investment Earnings Hangar Rentals Building Rentals Vehicle Rental Commission Lease of Ground Areas/La Unclassified Trsf-General Fund (001) Trsf-CFD-Airport-SR (163) Trsf-Airport Ind Par(448) Trsf-Unemployment Fn(668) Other Revenues	38.138 1.414 16.649 0 10.363 5.364 18.988 10.158 11.259 3.425 345 95.572 126.457 47.957 24.526- 8.147 65.877 13.630 0 189.090	35.337 1.275 7.394 2.639 520 3.129 19.606 8.147 12.602 3.852 338 97.229 120.795 38.545 30.162 2.597 50.696 13.744 0 147.120	$\begin{array}{c} 42.000\\ 1.500\\ 5.122\\ 5.975\\ 0\\ 0\\ 3.810\\ 19.520\\ 10.575\\ 11.496\\ 3.675\\ 340\\ 91.613\\ 138.080\\ 40.800\\ 30.240\\ 4.400\\ 36.066\\ 13.795\\ 0\\ 0\\ 33.114 \end{array}$	$\begin{array}{c} 42.800\\ 1.320\\ 6.330\\ 6.110\\ 0\\ 3.865\\ 19.040\\ 9.215\\ 11.800\\ 3.675\\ 210\\ 98.258\\ 150.800\\ 28.380\\ 30.240\\ 2.200\\ 73.014\\ 14.577\\ 60.700\\ 4.064\\ 8.293\\ \end{array}$
TOTAL	638,307	595,727	492,121	574,891

PERSONNEL

Number of Positions

F		Dept.Head Request 2016-17		
Dir of PW - Water Resources or Deputy Director Director PW Operations	.10	.10		
Airport Manager Airport Operations Technician Secretary I/II Director of Economic Dev	1.00 1.00	1.00 1.00	1.00 1.00 .30 .10	1.00 1.00 .30 .10
TOTAL	2.10	2.10	2.40	2.40

561-1303 Airport	ACTUAL	ACTUAL	FINAL BUDGET	DEPT. HEAD REQUEST	CITY MGR. RECOM.	COUNCIL APPROVAL
ACCT. NO. ACCOUNT DESCRIPTION	2013-14	2014-15	2015-16	2016-17	2016-17	2016-17
561.01-00 Regular Salaries 561.03-00 Extra Help 561.04-01 Regular Overtime 561.10-05 Retirement PERS Classic 561.10-06 Social Security-OASDI 561.10-07 Social Security-Medicare	181.431 2.797 0 39.378 10.928 2.616	126.959 40.845 600 19.756 8.217 2.530	161.367 3.620 650 16.230 9.922 2.379	179.584 3.388 943 21.443 10.955 2.634	179.094 3.388 943 21.313 10.955 2.647	179.094 3.388 943 21.313 10.955 2.647
561.10-10 Retirement-PERS New Membr 561.10-12 Workers Compensation 561.10-20 Earned Benefit 561.10-21 Bilingual Pay Program 561.10-24 Vehicle Allowance 561.10-27 PTS Plan FICA Alternative	9.348 570 0 0	9.244 7.534 9.223 136 0 531	22.124 4.078 927 0 0 47	24.117 3.858 1.046 180 0 44	24.117 3.770 1.046 180 778 44	24.117 3.770 1.046 180 778 44
561.10-33 Core Allowance 561.10-35 Post Employment Benefits	39,266 18,360	22,357 18,315	20,411 19,245	36,619 8,942	26,090 8,942	26,090 8,942
Personnel Services	304,730	266,247	261,000	293,753	283,307	283,307
562.11-00 Utilities 562.12-00 Telephone 562.13-00 Postage 562.14-00 Advertising 562.15-00 Office Supplies 562.16-00 Printing	38.695 4.417 109 2.058 675 0	38.221 3.275 123 1.900 1.622 0	44.880 4.520 400 5.460 1.500 60	44.880 4.077 350 5.460 1.533 60	44,880 4,077 350 5,460 1,533 60	44.880 4.077 350 5.460 1.533 60
562.17-00 Professional Services 562.18-00 Travel and Meetings 562.19-00 Mileage 562.20-00 Training Expense 562.22-00 Office Equipment O & M 562.23-00 Vehicle Operations/Maint	21,619 3,913 260 1,088 257 7,822	8.885 734 66 415 257 6.187	7.260 4.100 350 1.200 290 5.644	23.929 2.000 2.600 2.600 890 5.784	23,929 2,000 2,600 2,600 890 5,784	23.929 2.000 200 2.600 890 5.784
562.24-00 Memberships, Subscription 562.25-00 Maintenance Matls & Svcs 562.26-00 Other Equipment O & M 562.27-00 Small Tools 562.28-00 Safety Supplies 562.29-00 Other Materials Supplies	447 44 44	862 20.766 432 27 0 4.946	1.644 12.000 480 50 0 5.000	1.634 29.700 510 100 35.850	1.634 29.700 510 100 0 35.850	1.634 29.700 510 100 0 35.850
562.30-01 Dept Share of Insurance 562.34-00 Contingency Reserve 562.38-00 Support Services 562.45-00 Facilities Maint Charge	15.377 0 18,597 12,525	10.742 0 19.201 13.794	15.349 11.929 15.216 14.590	19,471 3,774 17,309 33,354	19.974 3.774 16.433 45.774	19,974 3,774 16,433 45,774
Supplies And Services	147,017	132,455	151,922	233,465	245,512	245,512
564.91-01 Adm Exp-City Manager 564.91-02 Adm Exp-City Attorney 564.91-03 Adm Exp-City Clerk 564.91-09 Adm Exp-Finance 564.91-10 Adm Exp-Purchasing 564.91-16 Adm Exp-City Council	5.231 1.601 0 12.270 1.689 1.168	2.891 2.780 6.442 13.190 1.684 1.297	4.833 1.050 3.079 17.239 2.049 1.934	4,166 1,116 3,219 17,778 2,386 1,998	6.377 1.258 3.271 18.182 2.424 2.031	6.377 1.258 3.271 18.182 2.424 2.031
Other	21,959	28,284	30,184	30,663	33,543	33,543
565.92-29 Interdept DSC-Pub Works 565.92-53 Interdept DSC-Wastewater 565.92-70 Interdept DSC-Fleet	0 0 0	0 795 715	38.407 480 278	0 502 290	0 498 288	0 498 288
Interdepartmental	0	1,510	39,165	792	786	786
633.64-00 Depreciation Expense	155,422	155,422	0	0	0	0
Property	155,422	155,422	0	0	0	0

561-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2013-14	ACTUAL 2014-15	FINAL BUDGET 2015-16	DEPT. HEAD REQUEST 2016-17	CITY MGR. RECOM. 2016-17	COUNCIL APPROVAL 2016-17
948.93-61 Trsf-Airport Capital(461)	0	2,300	0	1,540	1,540	1,540
Other	0	2,300	0	1,540	1,540	1,540
968.93-71 Trsf-Facilities Main(671)	9,179	9,509	9,850	10,203	10,203	10,203
Other	9,179	9,509	9,850	10,203	10,203	10,203
** Airport	638,307	595,727	492,121	570,416	574,891	574,891

AIRPORT

- 14-00 Advertising and marketing of airport services
- 16-00 Special color copy needs for required manuals
- 17-00 Airport and fuel pump maintenance and other professional services
- 18-00 FAA and state agency meetings and travel associated with training in Line 20-00, including meals and mileage reimbursements
- 20-00 Annual Fire training, registrations for airport management seminars and conferences, and staff training as required
- 24-00 Annual membership fees for Association of California Airports; American Association of Airport Executives; and California Association of Airport Executives; Office PC annual software licenses
- 25-00 Airport Improvements and upkeep of airport facilities and property
- 26-00 Maintenance of radios and altimeters
- 29-00 Federal, State and County required certifications and inspections for various equipment pertaining to the airport

FOOTNOTE:

Fund 561 represents the operating costs of the Airport. Fund 461 reflects capital improvements. Fund 361 is the Airport's debt service.

		Airport					ACCOUNT NO. 130
XPENSES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Dept.Head Request 2016-17	City Mgr. Recom. 2016-17	Council Approval 2016-17	
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	0 77 14.666 0 0	0 80 12,156 0 0	0 88 53,945 0 0	0 89 53,945 0 0	0 89 53.945 0 0	0 89 53.945 0 0	_
TOTAL	14,743	12,236	54,033	54,034	54,034	54,034	_

FINANCING SOURCES	Actual	Actual	Budget	Estimated
	2013-14	2014-15	2015-16	2016-17
Investment Earnings	403	417	390	360
Hangar Rentals	51,744	55.959	53,642	53,674
Other Revenues	37,404-	44.140-	1	0
TOTAL	14,743	12,236	54,033	54,034

361-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2013-14	ACTUAL 2014-15	FINAL BUDGET 2015-16	DEPT. HEAD REQUEST 2016-17	CITY MGR. RECOM. 2016-17	COUNCIL APPROVAL 2016-17
532.38-00 Support Services	1	1	1	1	1	1
Supplies and Services	1	1	1	1	1	1
534.91-01 Adm Exp-City Manager 534.91-02 Adm Exp-City Attorney 534.91-03 Adm Exp-City Clerk 534.91-09 Adm Exp-Finance 534.91-10 Adm Exp-Purchasing 534.91-16 Adm Exp-City Council	18 6 0 42 6 4	9 3 14 43 6 4	14 3 9 49 6 6	12 3 9 51 7 6	17 3 9 48 6 5	17 3 9 48 6 5
Administrative	76	79	87	88	88	88
706.71-02 Principal-City Loans 706.72-02 Interest-City Loans	0 14,666	0 12,156	44,458 9,487	47,299 6,646	47,299 6,646	47,299 6,646
Debt Services	14,666	12,156	53,945	53,945	53,945	53,945
** Airport	14,743	12,236	54,033	54,034	54,034	54,034

ACCOUNT NO. 1303

EXPENSES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Dept.Head Request 2016-17	City Mgr. Recom. 2016-17	Council Approval 2016-17
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	0 0 0 432.464	0 0 0 705,034	0 0 0 5.908	0 0 0 233.943	0 0 0 233.943	0 0 0 183.943
TOTAL	432,464	705.034	5,908	233,943	233,943	183.943

Airport

FINANCING SOURCES	Actual 2013-14	Actual 2014-15	Final Budget 2015-16	Estimated 2016-17
Federal Funds-AIP Funding Lease Payments Trsf-General Fund (001) Trsf-Airport Ind Par(448) Trsf-Airport Fund (561) Other Revenues	155.633 105.000 3.491 0 0 168.340	413.707 0 19.096 0 2.300 269.931	2.023 0 3.032 0 853	132,698 0 49,032 1,540 673
TOTAL	432.464	705.034	5.908	183,943

461-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2013-14	ACTUAL 2014-15	FINAL BUDGET 2015-16	DEPT. HEAD REQUEST 2016-17	CITY MGR. RECOM. 2016-17	COUNCIL APPROVAL 2016-17
633.64-00 Depreciation Expense	268,639	267,252	0	0	0	0
Property	268,639	267,252	0	0	0	0
667.65-00 Capital Imp. Projects	163,825	437,782	5,908	233.943	233,943	183,943
Capital Outlay	163,825	437.782	5.908	233,943	233,943	183.943
** Airport	432,464	705,034	5,908	233.943	233,943	183,943