CITY OF MERCED 2018-2019 CITY COUNCIL APPROVED BUDGET

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DESCRIPTION

The Economic Development Department oversees the following divisions: Office of Economic Development, Downtown Fund, Bell Station, Merced Regional Airport, Airport Industrial Park, Visitor Services, and the Parking Authority.

The Office of Economic Development stimulates and enhances the community's economic base. 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 Office of Economic Development serves as the City's lead agency for the High Speed Rail Downtown Station Planning Grant and Altamont Corridor Express planning.

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.

MISSION

Keep Merced as the Center. Implement strategic actions that will have the most direct impact on improving the City of Merced's economic growth and which continues to build Merced's role as the region's center for education, medical services, industry and professional/commercial services.

GOALS

- Facilitate business development (job creation and investment) and catalyst projects in Merced's economic centers.
- Market Merced advantages to key markets, businesses, developers and site selectors to attract new investment and jobs.
- Collaborate with partners to create a positive business image and provide exceptional business support.
- Coordinate real estate and infrastructure development that will assist in expanding and attracting new business investment and jobs.

ECONOMIC DEVELOPMENT

OBJECTIVES

- Proceed with the necessary steps towards developing a new local and/or regional industrial park.
- Meet with local plant managers to create a Plant Managers Forum.
- 3. Coordinate High Speed Rail, ACE Train, 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.
- 5. Maintain core economic development programs supporting business attraction, expansion, and retention.
- Coordinate Airport Industrial Park, Airport, Downtown, and Office of Economic Development activities.

PERFORMANCE MEASUREMENTS/INDICATORS

Investigate funding opportunities through the Economic Development Administration for focused studies, meet with regulatory agencies and stakeholders, and seek an industrial developer as a partner.

Hold a first plant managers' roundtable meeting before the end of the year.

Modify contracts with High Speed Rail and related consultants by December 2018 for the Downtown Station Planning Grant.

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.

Promote Merced as a City on the Rise through local business visits, fostering relationships and partnerships, engaging retailers, site consultants, and brokers, etc. throughout the Fiscal Year.

Connect projects that have mutual benefits to other growth and development efforts.

ECONOMIC DEVELOPMENT

2018-2019 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 focus studies for a new industrial park, California High Speed Rail, and Altamont Corridor Express (ACE) Train planning. Completing of a number of the identified goals and objectives relies upon support from economic development and site consultants.

Economic Development

ACCOUNT NO. 2002

XPENSES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Dept.Head Request 2018-19	City Mgr. Recom. 2018-19	Council Approval 2018-19
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	293,173 105,168 0 0 0	286,396 138,677 0 18,027	297.095 235.013 0 1.848	308.695 242.817 0 1.848	307.600 213.083 0 1.848	307.600 213.083 0 1.848
TOTAL	398,341	443,100	533,956	553,360	522,531	522,531

FINANCING SOURCES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Estimated 2018-19
PERS-EE Share 2.5% @ 55 PERS-EE Share 2% @ 62	14,451 66	14.454 0	15.022 0	15.392 0
Interest on Loans	9.196	352	0	0
Repayment on Loan Contributions	4.732-	0 6.000	0	0
Interdept DSR-Wastewater	67.734	70,747	69,095	71.299
Interdept DSR-Water Sys	67.734	70.747	69.095	71.299
Interdept DSR-Refuse Other Revenues	67.734 176.158	70,747 210.053	69,095 311,649	71.299 293.242
TOTAL	398.341	443,100	533,956	522,531

PERSONNEL

Number of Positions

	Funded In Budget	Dept.Head Request	City Mgr Recom.	Council
Classification	2017-18	2018-19		Approva
Director of Economic Dev.	.90	. 90	. 90	.9(
Development Associate	1.00	1.00	1.00	1.00
TOTAL	1.90	1.90	1.90	1.90

001-2002 Economic Development ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	FINAL BUDGET 2017-18	DEPT. HEAD REQUEST 2018-19	CITY MGR. RECOM. 2018-19	COUNCIL APPROVAL 2018-19
512.35-84 Retro Fee Expense	50	0	0	0	0	0
Supplies and Services	50	0	0	0	0	0
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	188.726 17 2.778 46.789 10.808 2.913	183.621 0 2.841 33.045 10.328 2.832	190,795 0 2,910 14,819 11,526 2,935	195.891 0 2.990 15.681 11.672 3.014	195,415 0 2,983 15,643 11,660 3,007	195,415 0 2,983 15,643 11,660 3,007
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 571.10-73 Retirement UAL Misc	1,463 468 4,922 7,315 26,974 0	0 413 4.730 7.019 27.115 0	0 544 4,849 6,934 26,759 20,002	0 544 4.982 7.063 27.516 23.912	0 544 4.970 7.063 27.173 23.750	0 544 4,970 7,063 27,173 23,750
571.10-75 Ret-EE Share PERS Classic	0	14,452	15.022	15.430	15,392	15,392
Personnel Services	293,173	286,396	297,095	308,695	307,600	307,600
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	1.412 81 1.224 0 49.895 10.302	2,456 68 440 59,033 16,931	3.300 500 2.142 600 103.197 20.270	$3.300 \\ 500 \\ 2.140 \\ 600 \\ 104.616 \\ 21.581$	$3.300 \\ 500 \\ 2.140 \\ 600 \\ 76.616 \\ 21.581$	3,300 500 2,140 600 76,616 21,581
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	677 1,845 240 4 7,327 0	383 9.130 237 0 8.475 4.867	7,186 20,878 1,593 111 13,869 2,140	7.291 21.391 1.624 111 14.000 2.140	7.291 21.391 1.624 111 14.000 2.140	7.291 21.391 1.624 111 14.000 2.140
572.29-00 Other Materials Supplies 572.30-01 Dept Share of Insurance 572.38-00 Support Services 572.45-00 Facilities Maint Charge	2.332 12.102 9.608 8.069	652 15.809 11.051 9.145	1.944 13.878 12.429 30.976	1.984 15.101 14.775 31.663	1.984 14.803 14.412 30.590	1,984 14,803 14,412 30,590
Supplies and Services	105.118	138,677	235,013	242.817	213.083	213,083
677.65-00 Capital Imp. Projects	0	18.027	1.848	1,848	1,848	1.848
Capital Outlay	0	18.027	1,848	1.848	1.848	1.848
** Economic Development	398,341	443,100	533,956	553,360	522,531	522,531

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 Merced as a tourism destination. Key attractions to the City are the University of California Merced and Yosemite National Park. The MVS program responds to inquires generated from travelers, potential visitors, film location scouts, and event planners. The MVS program is responsible for managing and operating the California Welcome Center. MVS also performs the duties of the Film Commission for the City of Merced. 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.
- Position Merced as a tourism destination.

OBJECTIVES

1. Transition the Visitor Services program to having a stronger virtual presence.

PERFORMANCE MEASUREMENTS/INDICATORS

Evaluate options for a website providing a one-stop center and virtual assistant for visitors desiring to learn more about Merced as a destination. Complete by June 2019.

- 2. Evaluate ways to improve efficiencies and revenues of the Visitor Services and Welcome Center programs.
- 3. Evaluate trends and establish strategic partnerships with other destinations beyond Yosemite.

Identify low cost entrepreneurial actions to enhance visibility, customer spending, and internal controls. Complete by February 2019.

Establish partnerships with local institutions UC Merced, Merced College, Dignity Health, and Arts & Cultural Centers.

MERCED VISITOR SERVICES

2018-2019 BUDGET HIGHLIGHTS

The Merced Visitor Services (MVS) is similar to the previous Fiscal Year's budget. As visitors continue to increase their use of on-line services, social media, and apps to book hotels, find restaurants, and other travel needs, the City will need to transition to a stronger on-line, social media, and virtual presence.

Merced Visitor's Services

ACCOUNT NO. 2006

XPENSES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Dept.Head Request 2018-19	City Mgr. Recom. 2018-19	Council Approval 2018-19
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	125.275 44.255 0 0	125.824 37.259 0 0 0	121.364 43.959 0 0 0	125,960 46,305 0 0	125,473 49,196 0 0	125.473 49.196 0 0
TOTAL	169.530	163,083	165.323	172,265	174,669	174,669

INANCING SOURCES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Estimated 2018-19
PERS-EE Share 2.5% @ 55 PERS-EE Share 2% @ 62	4,859	4.939	5.044	5,170
Merchandise Income	28.378	27.396	28.000	28,000
Brochure Commission	6.237	6.129	6.000	6.200
Contributions and Donatio	165	87	450	450
Interdept DSR-Downtown	23,459	12.180	11.923	18.456
Interdept DSR-Airport	0	0	19.077	0
Interdept DSR-Bell Stat	11.730	12,180	11,923	12.304
Interdept DSR-Pkng Auth	11.730	12.180	23.847	18,456
Other Revenues	82.886	87,992	59.059	85,633
TOTAL	169.530	163.083	165.323	174.669

ERSONNEL		Number of Positions					
Classification	Funded In Budget 2017-18	Dept.Head Request 2018-19		Council Approval			
Development Associate	1.00	1.00	1.00	1.00			
TOTAL	1.00	1.00	1.00	1.00			

001-2006 Merced Visitor's Services ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	FINAL BUDGET 2017-18	DEPT. HEAD REQUEST 2018-19	CITY MGR. RECOM. 2018-19	COUNCIL APPROVAL 2018-19
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	63.798 24.809 17 16.015 3.810 1.252	63.319 25.728 28 11.399 3.771 1.255	64.640 19.387 0 5.021 3.844 1.180	66.367 19.920 0 5.313 3.953 1.213	66.205 19.872 0 5.300 3.943 1.210	66.205 19.872 0 5.300 3.943 1.210
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 571.10-73 Retirement UAL Misc	333 101 1.185 324 13.631 0	0 78 1.212 339 13.756 0	0 90 1,230 252 13,899 6,777	0 93 1,264 259 14,294 8,101	0 93 1,261 258 14,115 8,046	0 93 1.261 258 14.115 8.046
571.10-75 Ret-EE Share PERS Classic	0	4,939	5.044	5.183	5.170	5.170
Personnel Services	125.275	125.824	121,364	125,960	125.473	125.473
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	294 226 59 265 7.911 1.460	296 257 66 13 1.899 741	339 450 500 557 1.877 1.571	345 460 500 567 1.914 1.571	345 460 500 567 4,914 1,571	345 460 500 567 4.914 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	499 463 6.806 13.449 1.450 4.284	0 468 6,344 12,658 1,568 4,588	571 535 6.341 16.063 1.386 5.555	582 535 6.341 16.561 1.332 7.177	582 535 6.341 16.561 1.287 7.070	582 535 6.341 16.561 1.287 7.070
572.45-00 Facilities Maint Charge	7.089	8,361	8,214	8.420	8,463	8.463
Supplies and Services	44.255	37.259	43,959	46.305	49.196	49.196
** Merced Visitor's Services	169.530	163.083	165.323	172,265	174,669	174,669

DESCRIPTION

The Economic Development Department 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.

OBJECTIVES

- Eliminate the blight at the former Dog Pound facility on Grogan Avenue.
 Focus on investment
 Use Economic Opportunity Funds to clean the site and put the property on the market for sale.
 Continue marketing the Airport
- Focus on investment opportunities in the Airport Industrial Park.
- 3. 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.

Industrial Park and work with businesses in the AIP for expansion opportunities.

PERFORMANCE MEASUREMENTS/INDICATORS

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

AIRPORT INDUSTRIAL PARK

2018-2019 BUDGET HIGHLIGHTS

The proposed budget for fiscal year 2018-19 is substantially similar to that of the previous year.

Airport Industrial Park

ACCOUNT NO. 2003

EXPENSES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Dept.Head Request 2018-19	City Mgr. Recom. 2018-19	Council Approval 2018-19	
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements * Undefined *	47.805 0 137.718	0 5.596 0 0 1.044.733	700 700 0 193.157	0 3.398 0 64.985 252.808	3,380 0 165,002 152,808	0 3.380 0 165.002 152.808	
TOTAL	185,523	1,050,329	193,857	321,191	321,190	321,190	
*****	*****	(XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	xxxxxxxxxxxx	(XXXXXXXXXXXXXXXXX		*****	XXX
FINANCING SOURCES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Estimated 2018-19			
Cost Recovery Investment Earnings Unclassified Other Revenues	0 10.745 5.000 169.778	0 1,242 0 1,049,087	7.302 0 186.555	67.077 3.780 0 250.333			

185,523 1,050,329

TOTAL

193,857

321,190

448-2003 Airport Industrial Park ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	FINAL BUDGET 2017-18	DEPT. HEAD REQUEST 2018-19	CITY MGR. RECOM. 2018-19	COUNCIL APPROVAL 2018-19
575.92-01 Interdept DSC-General Fnd 575.92-17 Interdept DSC-Develop Svc	41.503 6.302	0 5.596	0 700	0 3,398	0 3.380	0 3,380
Interdepartmental	47.805	5,596	700	3,398	3,380	3,380
647.65-00 Capital Imp. Projects	0	0	0	64,985	165,002	165.002
Capital Outlay	0	0	0	64,985	165,002	165,002
908.93-01 Trsf-General Fund (001) 908.93-74 Trsf-EcDev Oppor (074)	68.209 0	19,519 1,024,900	7,302 0	67,077 0	67.077 0	67.077 0
Other	68.209	1,044,419	7,302	67,077	67,077	67.077
948.93-61 Trsf-Airport Capital(461)	12,987	314	85.855	85,731	85,731	85,731
Other	12,987	314	85,855	85,731	85,731	85,731
968.93-67 Trsf-Liability Insur(667) 968.93-72 Trsf-Support Service(672)	0 56,522	0 0	100.000 0	100,000 0	0 0	0 0
Other	56,522	0	100.000	100.000	0	0
** Airport Industrial Park	185,523	1,050,329	193.857	321,191	321.190	321,190

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.

OBJECTIVES

PERFORMANCE MEASUREMENTS/INDICATORS

1.	Monitor lease terms for renewals and maximize profit potential.	Maintain lease rate levels that are competitive within the Downtown district.
2.	Maintain the character of the Bell Station.	Replace and repair fixtures, equipment, and grounds as needed.
3.	Repaint the lobby and interior hallway.	Hire a contractor to repaint walls by December 2018.

2018-2019 BUDGET HIGHLIGHTS

The United States Postal Service continues to be the dominate user and revenue generator for the Bell Station budget. Use of the Bell Station is subject to the Agreement between the federal Department of Interior and the City of Merced. Newest tenants to the Bell Station include the City of Merced Code Enforcement Division and Fire Prevention Division.

ACCOUNT NO. 2005

Bell Station Fac	cility
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X P E N S E S	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Dept.Head Request 2018-19	City Mgr. Recom. 2018-19	Council Approval 2018-19
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements * Undefined *	0 77.066 0 0 7.426	0 97.583 0 0 0 7.692	0 111.703 0 7.280 291 7.967	0 81.237 0 6.451 291 8.695	104.375 0 291 9.642	0 104.375 0 291 9.642
TOTAL	84,492	105.275	127.241	96,674	114.308	114.308
****	*****	xxxxxxxxxxxx	xxxxxxxxxxxx	(XXXXXXXXXXXXXXXX	(XXXXXXXXXXXXXXX	*****
INANCING SOURCES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Estimated 2018-19		
Investment Earnings Rent of Facilities Other Revenues	536 95.393 11,437-	621 80,163 24,491	940 76.465 49.836	980 80,965 32,363		
				1200		

063-2005 Bell Station Facility ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	FINAL BUDGET 2017-18	DEPT. HEAD REQUEST 2018-19	CITY MGR. RECOM. 2018-19	COUNCIL APPROVAL 2018-19
515.92-01 Interdept DSC-General Fnd	11.730	12,180	11,923	12,357	12,304	12.304
Interdepartmental	11.730	12,180	11,923	12,357	12,304	12.304
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	37.439 201 14.003 8.593 2.820 913	33.035 221 12.770 32.258 3.841 1.658	41,600 208 14,340 37,707 3,171 919	41,600 208 14,340 7,000 3,545 502	41,600 208 14,340 15,525 3,485 426	41,600 208 14,340 15,525 3,485 426
572.45-00 Facilities Maint Charge	0	0	0	0	15,000	15.000
Supplies and Services	63,969	83,783	97.945	67.195	90.584	90.584
573.43-00 Machinery/Equipment	0	0	7.280	6.451	0	0
Property	0	0	7.280	6.451	0	0
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	219 48 137 782 93 88	308 61 158 878 117 98	372 99 152 990 120 102	296 78 162 967 98 84	324 69 119 810 87 78	324 69 119 810 87 78
Other	1,367	1.620	1.835	1,685	1,487	1.487
677.65-00 Capital Imp. Projects	0	0	291	291	291	291
Capital Outlay	0	0	291	291	291	291
968.93-71 Trsf-Facilities Main(671) 968.93-72 Trsf-Support Service(672)	7,426 0	7,692 0	7.967 0	8,253 442	8.253 1.389	8.253 1.389
Other	7,426	7.692	7.967	8.695	9.642	9.642
** Bell Station Facility	84.492	105.275	127,241	96.674	114.308	114.308

AIRPORT

DESCRIPTION

The Merced Regional Airport supports the economic development of the City of Merced by offering commercial, corporate and general aviation operations and related services; air ambulance services; flight training; aircraft maintenance and repair; fuel sales; and a restaurant. Commercial airline service is provided through the federally subsidized Essential Air Service (EAS) program of the U.S. Department of Transportation. 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 strives to operate in a safe and secure manner, adhering to applicable federal and state laws and regulations, as well as the City Municipal code and local ordinances.

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

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

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 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.

2018-2019 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. The airport and the EAS carrier will strive to achieve the 10,000 passenger enplanement target which would result in eligibility for \$1 million in FAA Airport Capital Improvement Funding, payable in two to three years following attainment of the 10,000 enplanement goal.

ACCOUNT NO. 1303

		Total Andreas					
XPENSES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Dept.Head Request 2018-19	City Mgr. Recom. 2018-19	Council Approval 2018-19	
Personnel Expenses Supplies and Services Debt Service	233.978 243.146 0	216.472 206.325 0	262,164 292,385 0	296.068 299.440 0	313,916 294,035 0	313.916 294.035 0	
Acquisitions Capital Improvements * Undefined *	0 155.485 9,850	0 156.179 11.743	0 0 10,569	0 0 12,802	0 0 16.777	0 0 16.777	
TOTAL	642,459	590,719	565.118	608,310	624,728	624,728	
*****	*****	*****	*****	(XXXXXXXXXXXXXXXXX	(XXXXXXXXXXXXXXX	(XXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXX
INANCING SOURCES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Estimated 2018-19			
Aircraft Taxes Unsecured Utilities Reimbursement PERS-EE Share 2.5% @ 55 PERS-EE Share 2% @ 60 PERS-EE Share 2% @ 62	33,421 770 4,719 0 4,645	34.059 590 6.340 0 1.455	43.600 770 5,448 0 5,285	45.000 2.100 5.584 7.065 0			
Personnel Time ChargedCIP Aircraft Tie Downs Port. Hangar-Space Rental Fuel Flowage Fees Landing Fees Fixed Base Operations(com	8.867 2.923 18.687 11.214 22.274 3.912	0 2.472 18.662 9.595 29.366 4.898	0 3.000 18.712 9.000 20.000 5.000	0 2.140 17.564 10.000 30.000 4.900			
Investment Earnings Hangar Rentals Building Rentals Vehicle Rental Commission Lease of Ground Areas/La Unclassified Trsf-General Fund (001) Trsf-CFD-Airport-SR (163)	49 103.454 131.339 31.868 34.935 4.208 44.221 13.795	267 130.247 121.519 31.489 33.519 4.350 76.764 14.348	310 107.380 156.420 33.000 30.444 3.000 22.880 16.572	1.070 172.710 140.310 36.000 30.910 3.000 44.700 20.237			
Trsf-Unemployment Fn(668) Other Revenues	0 167,158	4.064 66.715	10,072 0 84,297	0 51,438			
TOTAL	642,459	590,719	565.118	624,728			

Airport

	Funded In	Dept.Head	City Mgr	
Classification	Budget 2017-18	Request 2018-19	Recom. 2018-19	Council Approval
Airport Manager Director of Economic Dev	1.00	1.00	1.00	1.00
Airport Operations Technician		1.00	.10 1.00	.10 1.00
TOTAL	2.10	2.10	2.10	2.10

FUND NO. 561 ACCOUNT NO. 1303

561-1303 Airport	ACTUAL	ACTUAL	FINAL BUDGET	DEPT. HEAD REQUEST	CITY MGR. RECOM.	COUNCIL APPROVAL
ACCT. NO. ACCOUNT DESCRIPTION	2015-16	2016-17	2017-18	2018-19	2018-19	2018-19
561.01-00 Regular Salaries 561.03-00 Extra Help 561.04-01 Regular Overtime 561.04-04 Call Back Time Worked 561.10-02 Unused Sick Leave 561.10-05 Retirement PERS Classic	134.619 3.180 1.558 0 0 15.522	105.017 27.316 1.179 150 316 14.700	154,410 3,909 943 0 5,749	174.481 4.016 969 0 0 5.741	174.057 22.501 943 0 0 5.727	174.057 22.501 943 0 0 5.727
561.10-06 Social Security-OASDI 561.10-07 Social Security-Medicare 561.10-08 State Unemployment 561.10-09 Retirement PERS Lateral 561.10-10 Retirement-PERS New Membr 561.10-12 Workers Compensation	8.762 2.095 0 17.945 4.078	6.903 2.078 0 4.290 3.770	9.524 2.311 0 6.568 4.412	11.363 2.747 126 8.226 0 4.322	11,339 3.009 126 8.206 0 4,318	11,339 3,009 126 8,206 0 4,318
561.10-17 Stand By Pay 561.10-20 Earned Benefit 561.10-21 Bilingual Pay Program 561.10-24 Vehicle Allowance 561.10-27 PTS Plan FICA Alternative 561.10-33 Core Allowance	6.577 1.024 3 0 42 19.328	9,558 1,985 180 773 357 21,163	0 1.612 0 770 51 35.413	0 1,656 0 785 52 36,462	0 1,652 0 785 293 36,013	0 1.652 0 785 293 36.013
561.10-35Post Employment Benefits561.10-73Retirement UAL Misc561.10-75Ret-EE Share PERS Classic561.10-76Ret-EE Share PERS Lateral561.10-77Ret-EE Share PERS NewMemb	19.245 0 0 0 0	8.942 0 6.340 1.455	9.572 16.187 5.448 0 5.285	11.144 21.298 5.598 7.082 0	11.144 21.154 5.584 7,065 0	11.144 21.154 5.584 7.065 0
Personnel Services	233,978	216.472	262.164	296,068	313.916	313,916
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	37.960 2.952 204 2.419 2.909 0	40.711 3.210 63 3,859 1.526 0	44,880 4,077 350 4,048 1,533 60	44.880 4.077 350 3.960 1.500 60	44.820 4.077 350 3.960 1.500 60	44.820 4.077 350 3.960 1.500 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	8.474 437 0 1.125 260 5.644	14.191 1.314 33 475 543 5.784	27.679 2.000 200 2.600 890 5.596	27.679 2.000 2.652 907 10.182	27,679 2,000 200 2,652 906 9,621	27.679 2.000 200 2.652 906 9.621
562.24-00 Memberships, Subscription 562.25-00 Maintenance Matls & Svcs 562.26-00 Other Equipment O & M 562.27-00 Small Tools 562.29-00 Other Materials Supplies 562.30-01 Dept Share of Insurance	699 17.585 438 28 3.237 15.349	689 14.218 91 17 3.091 19.974	2.324 29.700 510 33.850 16.829	2,211 30,294 520 102 34,527 18,014	2,211 30,294 520 102 34,527 17,662	2.211 30.294 520 102 34.527 17.662
562.32-00 Vehicle Replacement Fee 562.34-00 Contingency Reserve 562.35-84 Retro Fee Expense 562.38-00 Support Services 562.45-00 Facilities Maint Charge	44.221 0 50 15.216 14.590	0 0 16.433 45.774	0 0 16.272 40.435	0 15.000 0 17.448 40.367	$0\\11,059\\0\\17,334\\40,441$	0 11.059 0 17.334 40.441
Supplies And Services	173,797	171.996	233.933	256,930	251.975	251.975
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	4.833 1.050 3.079 17.239 2.049	6.377 1.258 3.271 18.182 2.424	7.843 2.085 3.206 20.857 2.537	7,344 1,938 4,027 24,005 2,425	9.032 1.912 3.318 22.553 2.414	9.032 1.912 3.318 22.553 2.414

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561-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	FINAL BUDGET 2017-18	DEPT. HEAD REQUEST 2018-19	CITY MGR. RECOM. 2018-19	COUNCIL APPROVAL 2018-19
564.91-16 Adm Exp-City Council	1.934	2.031	2.151	2.095	2,180	2,180
Other	30.184	33,543	38,679	41,834	41,409	41,409
565.92-01 Interdept DSC-General Fnd 565.92-29 Interdept DSC-Pub Works 565.92-53 Interdept DSC-Wastewater 565.92-70 Interdept DSC-Fleet	0 38,407 480 278	0 0 498 288	19.077 0 414 282	0 0 451 225	0 0 427 224	0 0 427 224
Interdepartmental	39,165	786	19,773	676	651	651
633.64-00 Depreciation Expense	155,485	156.179	0	0	0	0
Property	155,485	156.179	0	0	0	0
948.93-61 Trsf-Airport Capital(461)	0	1.540	0	0	0	0
Other	0	1,540	0	0	0	0
968.93-71 Trsf-Facilities Main(671) 968.93-72 Trsf-Support Service(672)	9.850 0	10.203 0	10.569 0	10.947 1.855	10.947 5.830	10.947 5.830
Other	9,850	10,203	10,569	12,802	16,777	16.777
** Airport	642,459	590.719	565.118	608.310	624.728	624,728

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.

ACCOUNT NO. 1303

XPENSES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Dept.Head Request 2018-19	City Mgr. Recom. 2018-19	Council Approval 2018-19
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	0 88 9,486 0 0	0 89 6,645 0 0	0 107 53,945 0 0	0 126 31,468 0 0	118 31,468 0 0	0 118 31.468 0 0
TOTAL	9,574	6.734	54.052	31,594	31.586	31,586

Airport

Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Estimated 2018-19
346 51,071	339 51,168	530 53,522	530 0
41,843-	44.773-	0	31,056
9.574	6.734	54.052	31,586
	2015-16 346 51.071 41.843-	2015-16 2016-17 346 339 51.071 51.168 41.843- 44.773-	Actual Actual Budget 2015-16 2016-17 2017-18 346 339 530 51.071 51.168 53.522 41.843- 44.773- 0

361-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	FINAL BUDGET 2017-18	DEPT. HEAD REQUEST 2018-19	CITY MGR. RECOM. 2018-19	COUNCIL APPROVAL 2018-19
532.38-00 Support Services Supplies and Services	1	1	1	0	1	1
534.91-01 Adm Exp-City Manager 534.91-02 Adm Exp-City Attorney 534.91-03 Adm Exp-City Clerk 534.91-03 Adm Exp-City Clerk 534.91-09 Adm Exp-Finance 534.91-10 Adm Exp-Purchasing 534.91-16 Adm Exp-City Council	14 3 9 49 6 6	17 3 9 48 6 5	21 6 9 57 7 6	22 6 12 73 7 6	26 5 9 64 7 6	26 5 9 64 7 6
Administrative	87	88	106	126	117	117
706.71-02 Principal-City Loans 706.72-02 Interest-City Loans	0 9.486	0 6.645	50.321 3.624	30,827 641	30,827 641	30.827 641
Debt Services	9,486	6,645	53,945	31,468	31,468	31,468
** Airport	9,574	6,734	54.052	31,594	31,586	31,586

ACCOUNT NO. 1303

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EXPENSES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Dept.Head Request 2018-19	City Mgr. Recom. 2018-19	Council Approval 2018-19	
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	0 0 0 319.217	0 0 0 425,191	0 0 0 202,247	0 0 0 202,249	0 0 0 202.249	0 0 0 202.249	
- TOTAL XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	319,217	425,191	202,247	202.249	202.249	202.249	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
FINANCING SOURCES	Actual 2015-16	Actual 2016-17	Final Budget 2017-18	Estimated 2018-19			
Federal Funds-AIP Funding Investment Earnings Trsf-Airport Ind Par(448) Trsf-Airport Fund (561) Other Revenues	34,523 2 12,987 0 271,705	124.260 0 314 1.540 299.077	116,286 0 85,855 0 106	116,286 0 85,731 0 232			
TOTAL	319.217	425.191	202.247	202,249			

Airport

461-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	FINAL BUDGET 2017-18	DEPT. HEAD REQUEST 2018-19	CITY MGR. RECOM. 2018-19	COUNCIL APPROVAL 2018-19
633.64-00 Depreciation Expense	269,890	299.077	0	0	0	0
Property	269.890	299,077	0	0	0	0
667.65-00 Capital Imp. Projects	49,327	126,114	202.247	202.249	202,249	202,249
Capital Outlay	49,327	126.114	202.247	202.249	202,249	202,249
** Airport	319,217	425,191	202,247	202,249	202,249	202,249