CITY OF MERCED 2019-2020 CITY COUNCIL APPROVED BUDGET

TAB 7

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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, Small Business Development Center, WorkNet of Merced County 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.
- Ollaborate 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

- Evaluate the feasibility of annexing identified areas for potential industrial park development.
- 2. Meet with local plant managers to create a Plant Managers Forum.
- Coordinate High Speed Rail, ACE Train, and other projects that may serve as economic engines in Downtown Merced.
- 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

Contract with a consultant to conduct a property owner survey and detail annexation feasibility.

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.

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.

2019-2020 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

EXPENSES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Dept.Head Request 2019-20	City Mgr. Recom. 2019-20	Council Approval 2019-20
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	286.396 138.677 0 18.027	290.829 168.071 0 0 0	307,600 213,083 0 1,848	308.256 227.427 0 8.061	306.834 216.429 0 6.224	306.834 216.429 0 6.224
TOTAL	443.100	458.900	522,531	543.744	529.487	529.487

FINANCING SOURCES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Estimated 2019-20
PERS-EE Share 2.5% @ 55 Interest on Loans Contributions Interdept DSR-Wastewater Interdept DSR-Water Sys Interdept DSR-Refuse Other Revenues	14.454 352 6.000 70.747 70.747 70.747 210.053	0 0 69.095 69.095 69.095 251.615	15.392 0 71.299 71.299 71.299 71.299 293.242	0 0 74.054 74.054 74.054 307.325
TOTAL	443,100	458.900	522,531	529,487

PERSONNEL

Number of Positions

Classification	Funded In Budget 2018-19	Dept.Head Request 2019-20	City Mgr Recom. 2019-20	Council Approval
Director of Economic Dev. Development Associate	.90 1.00	.90 1.00	.90 1.00	.90 1.00
TOTAL	1.90	1.90	1.90	1.90

	nomic Development COUNT DESCRIPTION	ACTUAL 2016-17	ACTUAL 2017-18	FINAL BUDGET 2018-19	DEPT. HEAD REQUEST 2019-20	CITY MGR. RECOM. 2019-20	COUNCIL APPROVAL 2019-20
571.03-00 Ext 571.10-02 Unu 571.10-05 Ret 571.10-06 Soc	gular Salaries tra Help used Sick Leave tirement PERS Classic tial Security-OASDI tial Security-Medicare	183.621 0 2.841 33.045 10.328 2.832	190.832 9.609 2.912 14.840 11.076 3.075	195.415 0 2.983 15.643 11.660 3.007	200.300 0 2.983 16.789 12.280 3.123	200.300 0 2.983 16.789 12.280 3.123	200.300 0 2.983 16.789 12.280 3.123
571.10-20 Ear 571.10-24 Veh 571.10-27 PTS 571.10-33 Cor	rkers Compensation rned Benefit nicle Allowance S Plan FICA Alternative re Allowance tirement UAL Misc	413 4.730 7.019 27.115 0	544 4.848 7.009 125 26.667 19.292	544 4.970 7.063 0 27.173 23.750	810 8,328 7,517 0 28,078 28,048	680 8.328 7.517 0 27.644 27.190	680 8.328 7.517 0 27.644 27.190
571.10-75 Ret	t-EE Share PERS Classic	14.452	0	15,392	0	0	0
Personnel Serv	vices	286,396	290,829	307,600	308,256	306.834	306,834
572.15-00 Off 572.16-00 Pri 572.17-00 Pro	lephone stage fice Supplies inting ofessional Services avel and Meetings	2,456 68 440 0 59.033 16.931	1.724 129 824 167 75.244 12.515	3.300 500 2.140 600 76.616 21.581	$\begin{array}{r} 3,300 \\ 500 \\ 2,140 \\ 600 \\ 76,616 \\ 21,581 \end{array}$	3,300 500 2,140 600 76,616 21,581	3.300 500 2.140 600 76.616 21.581
572.20-00 Tra 572.21-00 Ren 572.22-00 Off 572.24-00 Mem	leage aining Expense nts/Leases fice Equipment O & M mberships. Subscription intenance Matls & Svcs	383 9.130 237 0 8.475 4.867	1,142 11,229 1,171 0 5,649 0	7.291 21.391 1.624 111 14.000 2.140	7.291 21.391 1.624 111 13.677 2.140	7.291 21.391 1.624 111 13.677 2.140	7.291 21.391 1.624 111 13.677 2.140
572.30-01 Dep 572.38-00 Sup	ner Materials Supplies ot Share of Insurance oport Services cilities Maint Charge	652 15.809 11.051 9.145	994 13,878 12,429 30,976	1,984 14.803 14.412 30,590	1,984 17,977 17,793 38,702	1.984 15.927 16.015 31.532	1,984 15,927 16,015 31,532
Supplies and S	Services	138,677	168,071	213.083	227,427	216,429	216,429
677.65-00 Cap	pital Imp. Projects	18,027	0	1.848	8,061	6.224	6,224
Capital Outlay	y	18,027	0	1.848	8,061	6.224	6,224
** Eco	onomic Development	443.100	458,900	522,531	543,744	529,487	529,487

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 people looking to relocate, 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.
- O Position Merced as a tourism destination.

OBJECTIVES

- Update marketing materials including the Merced Visitors Guide, website and map to include new Hotels and Restaurants.
- 2. Evaluate ways to update the California Welcome Center to comply with Visit California's brand standards as part of their integrated marketing program.

PERFORMANCE MEASUREMENTS/INDICATORS

Identify strategic partnerships to assist in funding for updated marketing materials for visitors desiring to relocate, open a business or visit Merced as a destination. Complete by June 2020.

Work with Visit California vendor assigned to update the California Welcome Centers. Identify low cost entrepreneurial actions to achieve this goal to enhance visibility and customer spending. Requirements include brand ambassador apparel, framed local photography, interior paint and phone charging station. Complete by June 2020.

MERCED VISITOR SERVICES

 Meet with all hotel owners or General Managers to evaluate their specific need fill room strategies to complement their individual sales team or marketing plan. Identify trade shows that are suited for the Merced market focusing on the transient, smerf, sports, and corporate visitors. Establish partnerships with the Central Valley Tourism, Yosemite Gateway Partners and the CWC program to attend more cost effectively.

 Create a marketing plan to Include integrated promotion Marketing initiatives working directly with all the CWC's. A new brand requirement by Visit California is to create a marketing plan for each center to show identified value or a measureable increase in funding for the program.

2019-2020 BUDGET HIGHLIGHTS

As new Hotels are opening or coming into the Merced market, trade shows are key to promoting Merced as a destination for meetings and conferences. 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 needs keep up with this technology but have materials for the empty nest market who fill our Hotels in the shoulder season.

Merced Visitor's Services

FUND NO. 001

ACCOUNT NO. 2006

EXPENSES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Dept.Head Request 2019-20	City Mgr. Recom. 2019-20	Council Approval 2019-20
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	125.824 37.259 0 0	119,963 38,413 0 0	125.473 49.196 0 0	137.375 48.841 0 0	136.000 47.250 0 0	136.000 47.250 0 0
TOTAL	163.083	158.376	174.669	186,216	183,250	183,250

INANCING SOURCES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Estimated 2019-20
PERS-EE Share 2.5% @ 55	4.939	0	5.170	0
Merchandise Income	27,396	24,685	28,000	28,000
Brochure Commission	6.129	6,272	6,200	6,200
Contributions and Donatio	87	3,095	450	450
Interdept DSR-Downtown	12,180	11,923	18,456	20,491
Interdept DSR-Airport	0	19,077	0	0
Interdept DSR-Bell Stat	12,180	11,923	12.304	13,661
Interdept DSR-Pkng Auth	12,180	23.847	18,456	20,491
Other Revenues	87.992	57,554	85,633	93,957
TOTAL	163,083	158,376	174.669	183.250

PERSONNEL

Number of Positions

Classification		Dept.Head Request 2019-20	Recom.	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 2016-17	ACTUAL 2017-18	FINAL BUDGET 2018-19	DEPT. HEAD REQUEST 2019-20	CITY MGR. RECOM. 2019-20	COUNCIL APPROVAL 2019-20
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	63.319 25.728 28 11.399 3.771 1.255	64.654 20.725 0 5.028 3.774 1.183	66.205 19.872 0 5.300 3.943 1.210	67.861 19.872 0 5.688 3.981 1.219	67.861 19.872 0 5.688 3.981 1.219	67.861 19.872 0 5.688 3.981 1.219
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 571.10-75 Ret-EE Share PERS Classic	78 1.212 339 13.756 0 4.939	90 804 270 16.899 6.536 0	93 1.261 258 14.115 8.046 5.170	4.964 1.959 258 22.070 9.503 0	4.184 1.959 258 21.766 9.212 0	4.184 1.959 258 21.766 9.212 0
Personnel Services	125.824	119,963	125,473	137.375	136,000	136,000
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	296 257 66 13 1.899 741	299 727 53 256 1.436 1.247	345 460 500 567 4.914 1.571	330 460 500 567 1.914 1.571	330 460 500 1.914 1.571	330 460 500 567 1.914 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	0 468 6.344 12.658 1.568 4.588	149 480 5.910 12.701 1.386 5.555	582 535 6.341 16.561 1.287 7.070	582 535 6.651 16.561 1.223 8.293	582 535 6.651 16.561 1.083 7.393	582 535 6.651 16.561 1.083 7.393
572.45-00 Facilities Maint Charge	8.361	8,214	8,463	9.654	9.103	9,103
Supplies and Services	37,259	38,413	49,196	48,841	47.250	47,250
** Merced Visitor's Services	163,083	158,376	174,669	186,216	183,250	183,250

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

- Investigate the willingness of property owners to annex their properties into the Airport Industrial Park off Dickenson Ferry Road.
- 2. Focus on investment opportunities in the Airport Industrial Park.
- Move forward with a company to market, prepare plans for virtual buildings, and eventually construct a speculative building for City-owned properties in the Airport Industrial Park.

PERFORMANCE MEASUREMENTS/INDICATORS

Contract with a consultant to reach out to the property owners and evaluate annexation feasibility.

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

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

AIRPORT INDUSTRIAL PARK

2019-2020 BUDGET HIGHLIGHTS

The proposed budget for fiscal year 2019-2020 is substantially similar to that of the previous year.

Airport	Industrial	Park
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ACCOUNT NO. 2003

EXPENSES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Dept.Head Request 2019-20	City Mgr. Recom. 2019-20	Council Approval 2019-20
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements * Undefined *	0 5.596 0 0 1.044.733	0 700 0 28.781 0	0 3,380 0 165,002 152,808	0 2.946 0 179.314 116.109	0 2.932 0 179.328 116.109	0 2.932 0 179.328 116.109
TOTAL	1,050,329	29,481	321,190	298,369	298,369	298,369

FINANCING SOURCES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Estimated 2019-20
Cost Recovery Investment Earnings Other Revenues	0 1,242 1,049,087	0 3,409 26,072	67.077 3.780 250.333	0 6.490 291.879
TOTAL	1,050,329	29,481	321,190	298.369

448-2003 Airport Industrial Park ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2016-17	ACTUAL 2017-18	FINAL BUDGET 2018-19	DEPT. HEAD REQUEST 2019-20	CITY MGR. RECOM. 2019-20	COUNCIL APPROVAL 2019-20
575.92-17 Interdept DSC-Develop Svc	5,596	700	3,380	2,946	2,932	2,932
Interdepartmental	5,596	700	3,380	2,946	2,932	2,932
647.65-00 Capital Imp. Projects	0	28,781	165,002	179,314	179,328	179,328
Capital Outlay	0	28,781	165.002	179,314	179,328	179,328
908.93-01 Trsf-General Fund (001) 908.93-74 Trsf-EcDev Oppor (074)	19.519 1,024,900	0 0	67.077 0	67.077 0	67.077 0	67.077 0
Other	1,044,419	0	67,077	67.077	67,077	67.077
948.93-61 Trsf-Airport Capital(461)	314	0	85,731	49.032	49.032	49,032
Other	314	0	85.731	49,032	49,032	49,032
** Airport Industrial Park	1,050,329	29,481	321,190	298,369	298,369	298,369

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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 Maintain lease rate levels that are and maximize profit potential. competitive within the Downtown district. 2. Maintain the character of the Bell Replace and repair fixtures, equipment, and grounds as needed. Station. 3. Repaint the lobby of the Post Office Hire a contractor to repaint walls by which has experienced water June 2020. damage from heavy rain. 4. Search for grants and other funding Inquire with State Historic Preservation sources to restore and repair Office, Department of the Interior, historic structures. National Park Services, and National Main Street Program for funding opportunities.

2019-2020 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 the Merced Police Department DART Team.

FUND NO. 063

Bell Station Facility

ACCOUNT NO. 2005

EXPENSES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Dept.Head Request 2019-20	City Mgr. Recom. 2019-20	Council Approval 2019-20
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements * Undefined *	0 97.583 0 0 7.692	0 75.743 0 0 7.967	104.375 0 291 9.642	84.479 0 291 10.190	89.479 0 291 10.190	0 89.479 0 291 10.190
TOTAL	105,275	83,710	114,308	94,960	99,960	99,960

FINANCING SOURCES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Estimated 2019-20
Investment Earnings Rent of Facilities Other Revenues	621 80.163 24.491	525 76,720 6,465	980 80,965 32,363	960 87.314 11.686
TOTAL	105.275	83,710	114,308	99.960

	Bell Station Facility ACCOUNT DESCRIPTION	ACTUAL 2016-17	ACTUAL 2017-18	FINAL BUDGET 2018-19	DEPT. HEAD REQUEST 2019-20	CITY MGR. RECOM. 2019-20	COUNCIL APPROVAL 2019-20
515.92-01	Interdept DSC-General Fnd	12,180	11,923	12.304	13.735	13,661	13,661
Interdepar	rtmental	12,180	11,923	12.304	13,735	13,661	13,661
572.11-00 572.12-00 572.17-00 572.29-00 572.30-01 572.38-00	Utilities Telephone Professional Services Other Materials Supplies Dept Share of Insurance Support Services	33.035 221 12.770 32.258 3.841 1.658	36.053 243 14.206 7.393 3.171 919	41,600 208 14,340 15,525 3,485 426	41,600 250 13,920 8,919 4,414 425	41.600 250 13.920 14.488 3.911 428	41.600 250 13.920 14.488 3.911 428
572.45-00	Facilities Maint Charge	0	0	15,000	0	0	0
Supplies a	and Services	83,783	61,985	90,584	69,528	74,597	74,597
574.91-01 574.91-02 574.91-03 574.91-09 574.91-10 574.91-16	Adm Exp-City Manager Adm Exp-City Attorney Adm Exp-City Clerk Adm Exp-Finance Adm Exp-Purchasing Adm Exp-City Council	308 61 158 878 117 98	372 99 152 990 120 102	324 69 119 810 87 78	239 50 97 697 74 59	256 79 95 658 71 62	256 79 95 658 71 62
Other		1,620	1,835	1,487	1,216	1,221	1,221
677.65-00	Capital Imp. Projects	0	0	291	291	291	291
Capital Ou	tlay	0	0	291	291	291	291
968.93-71 968.93-72	Trsf-Facilities Main(671) Trsf-Support Service(672)	7,692 0	7.967 0	8.253 1.389	8.548 1.642	8.548 1.642	8,548 1,642
Other		7.692	7,967	9.642	10.190	10.190	10,190
**	Bell Station Facility	105,275	83,710	114,308	94.960	99.960	99,960

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.

2019-2020 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.

Airport

ACCOUNT NO. 1303

EXPENSES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Dept.Head Request 2019-20	City Mgr. Recom. 2019-20	Council Approval 2019-20
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements * Undefined *	216.472 206.325 0 156.179 11.743	219.217 212.693 0 156.179 10.569	313.916 294.035 0 0 16.777	344.372 294.723 0 0 18.229	309.397 252.695 0 0 18.229	309.397 252.695 0 0 18.229
TOTAL	590,719	598,658	624,728	657,324	580,321	580,321

FINANCING SOURCES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Estimated 2019-20
Aircraft Taxes Unsecured Utilities Reimbursement PERS-EE Share 2.5% @ 55 PERS-EE Share 2% @ 60 PERS-EE Share 2% @ 62 Aircraft Tie Downs Port. Hangar-Space Rental Fuel Flowage Fees Landing Fees Fixed Base Operations(com Investment Earnings Hangar Rentals Building Rentals Building Rentals Vehicle Rental Commission Lease of Ground Areas/La Unclassified Trsf-General Fund (001) Trsf-CFD-Airport-SR (163) Trsf-Unemployment Fn(668) Other Revenues	$\begin{array}{r} 34.059\\ 590\\ 6.340\\ 0\\ 1.455\\ 2.472\\ 18.662\\ 9.595\\ 29.366\\ 4.898\\ 267\\ 130.247\\ 121.519\\ 31.489\\ 33.519\\ 4.350\\ 76.764\\ 14.348\\ 4.064\\ 66.715\\ \end{array}$	66.768 909 0 1.942 17.506 9.382 28.511 4.986 1.066 107.013 167.357 17.983 31.160 2.407 0 16.292 0 125.376	$\begin{array}{c} 45.000\\ 2.100\\ 5.584\\ 7.065\\ 0\\ 2.140\\ 17.564\\ 10.000\\ 30.000\\ 4.900\\ 1.070\\ 172.710\\ 140.310\\ 36.000\\ 30.910\\ 3.000\\ 44.700\\ 20.237\\ 0\\ 51.438\end{array}$	45.000 500 0 1.700 18.550 10.000 26.500 4.900 2.060 172.710 177.580 0 31.901 1.500 61.344 26.077 0 1-
TOTAL	590,719	598,658	624,728	580,321

Airport

ERSONNEL	Number of Positions					
Classification	Funded In	Dept.Head	City Mgr			
	Budget	Request	Recom.	Council		
	2018-19	2019-20	2019-20	Approval		
Airport Manager	1.00	1.00	1.00	1.00		
Director of Economic Dev	.10	.10	.10	.10		
Airport Operations Technician	1.00	1.00	1.00	1.00		
TOTAL	2.10	2.10	2.10	2.10		

561-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2016-17	ACTUAL 2017-18	FINAL BUDGET 2018-19	DEPT. HEAD REQUEST 2019-20	CITY MGR. RECOM. 2019-20	COUNCIL APPROVAL 2019-20
		Second Second				
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	105.017 27.316 1.179 150 316 14.700	110,328 10,125 2,503 27 324 5,438	174.057 22.501 943 0 5.727	178.601 22.166 943 0 0 6.146	178,601 4,107 943 0 0 6,146	178,601 4,107 943 0 0 6,146
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	6.903 2.078 0 4.290 3.770	8.014 2.059 0 3.152 0 4.412	11.339 3.009 126 8.206 0 4.318	12.240 3.212 4.681 8.824 0 6.937	11.434 2.762 4.681 8.824 0 5.823	11.434 2.762 4.681 8.824 0 5.823
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	9.558 1.985 180 773 357 21.163	21.584 539 0 779 132 24.261	0 1.652 0 785 293 36,013	22,000 4,587 0 835 288 37,320	9.000 4.587 0 835 53 36.774	9.000 4.587 0 835 53 36.774
561.10-35 Post Employment Benefits 561.10-73 Retirement UAL Misc 561.10-75 Ret-EE Share PERS Classic 561.10-76 Ret-EE Share PERS Lateral 561.10-77 Ret-EE Share PERS NewMemb	8.942 0 6.340 0 1.455	9.927 15,613 0 0 0	11.144 21.154 5.584 7.065 0	10.582 25.010 0 0 0	10,582 24,245 0 0 0	10.582 24.245 0 0 0
Personnel Services	216,472	219,217	313,916	344.372	309,397	309,397
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	40.711 3.210 63 3.859 1.526 0	40.063 3.049 12 0 148 3	44,820 4,077 350 3,960 1,500 60	44,820 4,077 350 3,960 1,500 60	44.820 4.077 200 3.000 1.000 60	44,820 4,077 200 3,000 1,000 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 0 & M 562.23-00 Vehicle Operations/Maint	14,191 1,314 33 475 543 5,784	17.949 1.557 33 400 54 5.596	27.679 2.000 2.652 906 9.621	27.679 2.000 2.652 906 5.077	27.679 2.000 200 1.652 906 4.782	27.679 2.000 200 1.652 906 4.782
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	689 14.218 91 17 3.091 19.974	2.030 9.489 144 36 142 16.829	2.211 30.294 520 102 34.527 17.662	2.199 30.294 520 102 34.527 17.867	2.199 21.434 520 102 13.250 15.523	2,199 21,434 520 102 13,250 15,523
562.34-00 Contingency Reserve 562.38-00 Support Services 562.45-00 Facilities Maint Charge	0 16,433 45,774	0 16,272 40,435	11.059 17.334 40.441	0 19.947 44.748	0 18,059 42,648	0 18.059 42.648
Supplies And Services	171,996	154,241	251,975	243,485	204,111	204.111
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	6.377 1.258 3.271 18.182 2.424 2.031	7.843 2.085 3.206 20.857 2.537 2.151	9.032 1.912 3.318 22.553 2.414 2.180	9.928 2.091 4.045 28.969 3.060 2.463	10.045 3.096 3.728 25.843 2.767 2.426	10.045 3.096 3.728 25.843 2.767 2.426
Other	33,543	38,679	41,409	50.556	47,905	47,905

561-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2016-17	ACTUAL 2017-18	FINAL BUDGET 2018-19	DEPT. HEAD REQUEST 2019-20	CITY MGR. RECOM. 2019-20	COUNCIL APPROVAL 2019-20
565.92-01 Interdept DSC-General Fnd 565.92-53 Interdept DSC-Wastewater 565.92-70 Interdept DSC-Fleet	0 498 288	19.077 414 282	0 427 224	0 445 237	0 443 236	0 443 236
Interdepartmental	786	19,773	651	682	679	679
633.64-00 Depreciation Expense	156,179	156.179	0	0	0	0
Property	156,179	156,179	0	0	0	0
948.93-61 Trsf-Airport Capital(461)	1,540	0	0	0	0	0
Other	1.540	0	0	0	0	0
968.93-71 Trsf-Facilities Main(671) 968.93-72 Trsf-Support Service(672)	10.203 0	10,569 0	10,947 5,830	11.339 6.890	11.339 6.890	11.339 6.890
Other	10,203	10,569	16,777	18.229	18,229	18,229
** Airport	590.719	598,658	624,728	657,324	580,321	580,321

FUND NO. 561 ACCOUNT NO. 1303

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.

ACCOUNT NO. 1303

							10000111 1101 1000
EXPENSES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Dept.Head Request 2019-20	City Mgr. Recom. 2019-20	Council Approval 2019-20	
Personnel Expenses Supplies and Services Debt Service Acquisitions Capital Improvements	0 0 0 425,191	0 0 0 298.538	0 0 0 202,249	0 0 0 49.267	0 0 0 49,267	0 0 0 49.267	_
TOTAL	425,191	298,538	202.249	49.267	49,267	49,267	-
*****	*****	*****	*****		*****		****
FINANCING SOURCES	Actual 2016-17	Actual 2017-18	Final Budget 2018-19	Estimated 2019-20			

Airport

Federal Funds-AIP Funding Investment Earnings Trsf-Airport Ind Par(448) Trsf-Airport Fund (561) Other Revenues	124.260 0 314 1.540 299.077	0 2 0 298,536	116.286 0 85.731 0 232	0 0 49.032 0 235
TOTAL	425,191	298,538	202,249	49.267

461-1303 Airport ACCT. NO. ACCOUNT DESCRIPTION	ACTUAL 2016-17	ACTUAL 2017-18	FINAL BUDGET 2018-19	DEPT. HEAD REQUEST 2019-20	CITY MGR. RECOM. 2019-20	COUNCIL APPROVAL 2019-20
633.64-00 Depreciation Expense	299.077	298,538	0	0	0	0
Property	299.077	298,538	0	0	0	0
667.65-00 Capital Imp. Projects	126.114	0	202,249	49,267	49.267	49,267
Capital Outlay	126,114	0	202,249	49,267	49,267	49,267
** Airport	425,191	298,538	202,249	49,267	49,267	49.267