

## SPECIAL REVENUE FUNDS



Curtis Grimes at the Red Poppy Festival in 2014

### NEW POSITIONS FY2016

Tourism Fund	
Visitor's Center Staff .....	0.5
<b>TOTAL NEW POSITIONS FY2016 .....</b>	<b>0.5</b>

### SPECIAL REVENUE FUNDS

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A **Special Revenue Fund** (SRF) is an account established to collect money that must be used for a specific project or purpose. The City of Georgetown utilizes multiple SRFs to provide an extra level of accountability and transparency to taxpayers.

## SPECIAL REVENUE FUNDS OVERVIEW

### DOWNTOWN AND COMMUNITY SERVICES

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
CDBG Grants Fund	3,104	238,304	(241,408)	\$ -
Cemetery Fund	279,705	143,400	(65,000)	\$ 358,105
CVB/Tourism Fund	488,178	994,500	(1,036,125)	\$ 446,553
Library Fund	-	60,200	(60,200)	\$ -
Main Street Façade	53,320	161,200	(184,520)	\$ 30,000
Parks Restricted	654,568	399,450	1,054,018	\$ -
PEG Fee Fund	-	140,150	(140,150)	\$ -
<b>Total Downtown &amp; Comm Svcs</b>	<b>1,478,875</b>	<b>2,137,204</b>	<b>(673,385)</b>	<b>\$ 834,658</b>

#### COMMUNITY DEVELOPMENT BLOCK GRANT FUND

The CDBG Fund is financed through the US Department of Housing and Urban Affairs Division. CDBG funds are administered through Williamson County and have funded infrastructure improvements like sidewalks and wastewater lines in eligible geographic areas.

#### CEMETERY FUND

The Cemetery Fund pays for the ongoing maintenance of the City's cemeteries. Revenues are generated from plot sales and maintenance fees. The City Council has also committed to transferring money in from the General Fund to plan for long-term maintenance.

#### CVB/TOURISM FUND (SEE DEPARTMENT NARRATIVE PAGE FOR MORE DETAILS)

The Tourism Fund collects a 7% Hotel Occupancy Taxes for hotel stays within the City. Eligible expenses are defined by state law and include operating a visitor center, promotion of local cultural sites, and historic preservation.

#### LIBRARY FUND

The Library Fund is used to account for the receipt and expenditure of restricted donations such as memorials and gifts for a designated library purchase or program.

#### MAIN STREET FAÇADE FUND

The Main Street Façade accounts for grants distributed by the Main Street Board for the improvement of commercial façades in the Downtown Overlay District. Revenues sources include General Fund contributors and fund raising efforts by the Main Street Board. For FY2016, the annual Holiday Light program is sponsored by Georgetown Utility Systems to promote the "100% Green" program.

#### PARKS RESTRICTED FUND

This fund is used to account for revenues earned by the City from activities on City parkland and from parkland dedication fees paid by developers.

#### PARKLAND DEDICATION

The Parkland Dedication SRF was established through the Parkland Dedication Ordinance. When new residential developments are built they are required to dedicate land or pay a fee in lieu of dedication. When a fee is paid, the money is set aside to be used in a restricted zone near the development. The funds must be used for parks and recreation improvements such as new playgrounds, new parks, new trails, or to buy parkland.

### TREE FUND

The Tree Fund is financed by fees assessed when development projects remove trees. These funds are used by the Urban Forester for planting, pruning, irrigation, maintenance, and other associated tree activities in city parks, or other city-owned property.

### PEG FEE FUND

The Public, Education, and Government (PEG) Fund is used to account for the receipt and expenditure of PEG fees that are legally restricted for capital expenditures related to the City's cable access channel.

## CITY COUNCIL DISCRETIONARY SRF

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
Council Discretionary Fund	-	515,714	-	\$ 515,714
<b>Total Management Services</b>	<b>-</b>	<b>515,714</b>	<b>-</b>	<b>\$ 515,714</b>

### CITY COUNCIL DISCRETIONARY FUND

This SRF was created in July of 2015 and includes FY2015 projected year end fund balance not allocated in the FY2016 budget. These funds will be reallocated after the year-end audit at the direction of the City Council.

## FINANCE & ADMINISTRATION

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
Court Fees Fund	56,593	43,200	(25,000)	\$ 74,793
Juvenile SRF	-	66,171	(66,171)	\$ -
<b>Total Finance &amp; Administration</b>	<b>56,593</b>	<b>109,371</b>	<b>(91,171)</b>	<b>\$ 74,793</b>

### COURT FUNDS

The Court Security Fund is used to account for the receipt and expenditure of court costs relating to security personnel. The Court Technology Fund is used to finance the purchase or maintenance of technological enhancements for the Municipal Court. Both funds are governed by State statute.

### JUVENILE FUND

The Juvenile Case Manager Fund is used for the receipt and expenditure of a court fee that is collected if the municipality employs a juvenile case manager. The fund is to finance the salary, benefits, training, travel expenses, office supplies, and other necessary expenses of the juvenile case manager, as outlined by statute.

## FIRE SERVICES

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
EMS Paramedic Program	(753,396)	1,950,000	1,664,180	\$ (467,576)
Fire Billing	-	188,750	188,750	\$ -
<b>Total Fire Services</b>	<b>(753,396)</b>	<b>2,138,750</b>	<b>1,852,930</b>	<b>\$ (467,576)</b>

### EMS PARAMEDIC FUND (SEE DEPARTMENT NARRATIVE PAGE FOR MORE DETAILS)

The EMS Paramedic Fund is used to track costs and related revenues associated with the City's operation of EMS program started Oct 2015. Projections indicate this service will more fully recover costs as the fund matures.

### FIRE BILLING FUND

This fund is provided through billing for services. These funds are used to purchase fire equipment and special needs. Revenues are also used to help fund fire prevention needs and public education.

## GEORGETOWN UTILITY SYSTEMS

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
Conservation	583,908	266,000	(849,908)	\$ -
Permitting	11,589	80,050	(91,639)	\$ -
<b>Total GUS</b>	<b>595,497</b>	<b>346,050</b>	<b>(941,547)</b>	<b>\$ -</b>

### CONSERVATION FUND

The Conservation SRF is a fund dedicated to energy efficiency programs and projects and is supported solely by the \$1.00 Conservation Fee charged monthly to all City of Georgetown electric customers on their utility bills. This fee is used to maintain compliance with House Bill 3693, which calls for enhancement of existing energy efficiency programs and strengthening of statutory requirements, as well as, to promote more electric demand management by customers. Specific programs supported by the Conservation SRF include Home Energy Audits, Weatherization Programs and the LED Light Bulb Exchange Program.

### PERMITTING FUND

This funding source is for MyPermitNow (MPN) which is a comprehensive electronic permit, inspection and tracking system for all types of construction projects. This system allows for efficient and improved customer service for both the internal and external customers. The goal is to expand the system to increase productivity and efficiency for builders and city staff. This program is funded by the technology fees which are charged to the users.

## POLICE SERVICES

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
Animal Services Fund	94,890	26,400	(121,290)	\$ -
FEMA Disaster Relief Fund	-	-	-	\$ -
Police Restricted Fund	124,930	127,147	(252,077)	\$ -
<b>Total Police Services</b>	<b>219,820</b>	<b>153,547</b>	<b>(373,367)</b>	<b>\$ -</b>

### ABANDONED VEHICLE FUND

This fund is used to track costs and related revenues for vehicles that have been impounded and are later auctioned.

### ANIMAL SERVICES

This fund is for donations received from various sources. These funds are utilized for items and projects that are unable to be achieved within the existing budget.

### GRANTS FUND

This fund is used to account for any related Police grants that may be authorized and expended during the fiscal year.

### SEIZURES FUND

This fund is used to account for properties and revenues seized by the Georgetown Police Department. Texas State Law requires the funds only be used for specifically defined law enforcement purposes.

## TRANSPORTATION

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
Streets 1/4 Cent Sales Tax	1,890,663	2,700,626	3,362,000	\$ 1,229,289
<b>Total Transportation</b>	<b>1,890,663</b>	<b>2,700,626</b>	<b>3,362,000</b>	<b>\$ 1,229,289</b>

### STREETS ¼ CENT SALES TAX

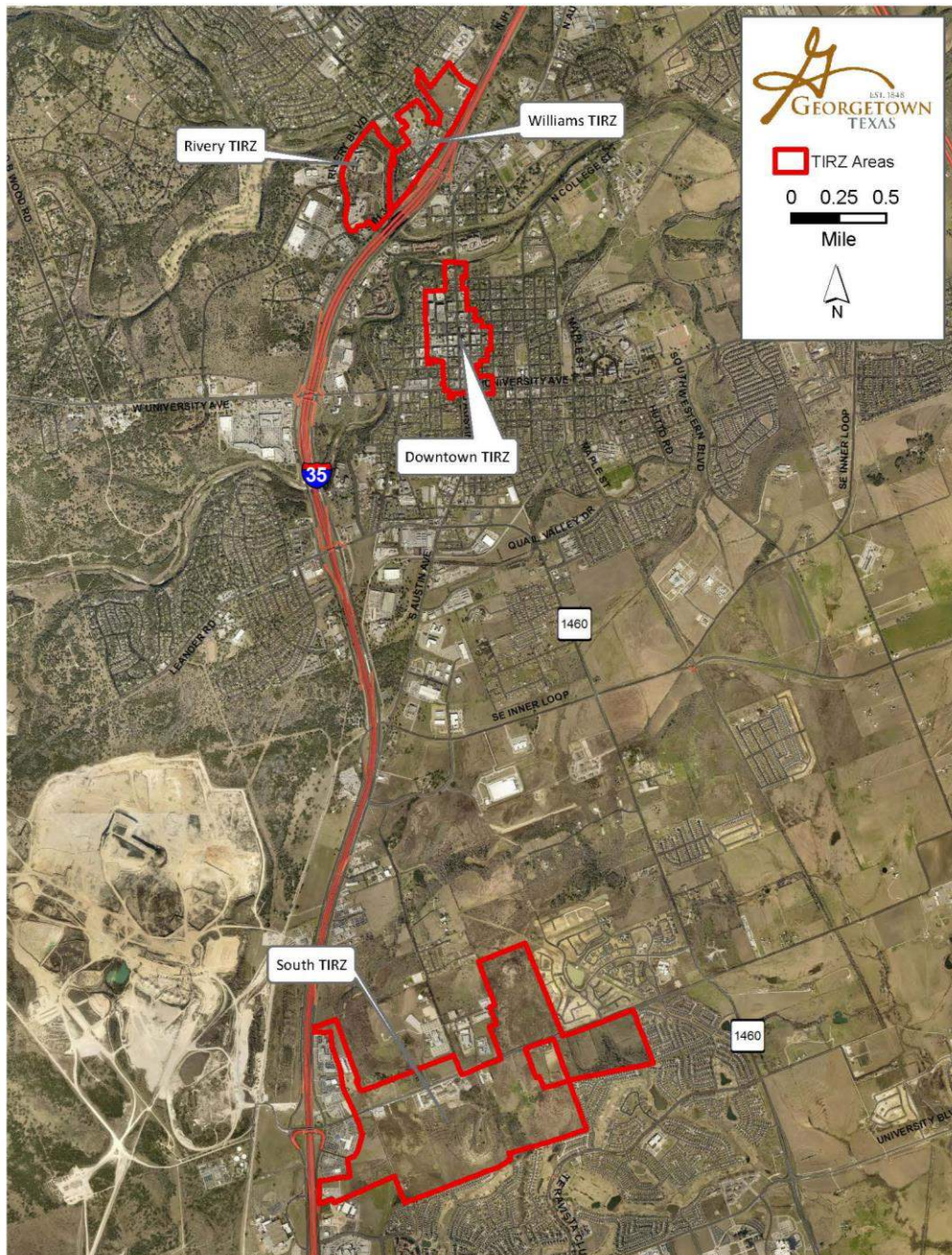
This fund is used to account for the receipt and expenditure of revenues collected from the ¼ cent sales tax approved by the citizens in November 2001 under Texas House Bill 445. The funds are required to be spent on maintenance of streets that were in existence at the time of adoption of the tax. This tax was reauthorized by voters in November 2006 and again in 2010. This tax was reauthorized by voters in November 2014. Projects for FY2015 are included in the Capital Improvement Project section of this document.



## TAX INCREMENT REINVESTMENT ZONES (TIRZ)

	FY2016 Beginning Fund Balance	FY2016 Revenues	FY2016 Expenditures	FY2016 Ending Fund Balance
Downtown TIRZ	62,062	205,433	(264,000)	\$ 3,495
Williams Drive Gateway TIRZ	72,178	29,155	-	\$ 101,333
Rivery TIRZ	76,193	189,613	(265,800)	\$ 6
South Georgetown TIRZ	-	-	-	\$ -

Please see the later portion of this section for more detailed information on each of the Tax Increment Reinvestment Zones.



## CONVENTION & VISITORS BUREAU

### DEPARTMENT DESCRIPTION

The Georgetown Convention and Visitors Bureau (CVB) attracts leisure and business travelers to the Georgetown area to experience and enjoy our history, culture, and attractions. This Department also strives to further strengthen our City's image as a Texas tourist destination. The CVB promotes economic diversity and the region's quality of life. The Department manages advertising, promotion, and solicitation efforts to market the City of Georgetown as a place for meetings, group tours, tourists, and day-trip shoppers. The Department provides a positive economic impact on the community by bringing sales tax and hotel occupancy tax (HOT) dollars into the city which increases the total revenue of local businesses and improves the overall economic climate of Georgetown.

DOWNTOWN & COMMUNITY  
SERVICES

CONVENTION & VISITORS  
BUREAU

4.5 FTEs  
100% OF FTE'S WITHIN  
THIS FUND

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2015

- ✓ Redesigned Visitor Guide, VisitGeorgetown.com website, and Explore Georgetown, Texas mobile app to maintain a unified message promoting Georgetown as a signature destination.
- ✓ Worked with a Public Relations Professional to promote Georgetown in unique, creative, and authentic ways.
- ✓ Conducted economic impact study for AirFest and Christmas Stroll.
- ✓ Administered Best of Georgetown Award Contest.
- ✓ Hired Group Sales and Service Coordinator.
- ✓ Developed Meeting and Event Planners Guide to assist in recruiting meetings, events and conferences to Georgetown.
- ✓ Coordinated the 16th Annual Red Poppy Festival, Music on the Square Summer Concert Series, and Lighting of the Square.
- ✓ Continued to assist the Parks & Recreation Department in promoting Georgetown as a venue for sports activities and tournaments and distributing Georgetown promotional items and tourist information at these events.

### PRIMARY COUNCIL STRATEGIC GOALS









### Notable Budget Item(s)

Part-Time Visitor Center  
Staff (.5 PTEs)

Renovate Old Council  
Chamber Building  
\$100,000

Advertising  
\$20,000

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2016

- Promote the area's cultural, recreational, historical and educational attributes to a wide audience. 
- Assist visitors and potential visitors to the area by offering comprehensive visitor information and promotional services. 
- Provide comprehensive resources that will make any visit to the city, whether for business or pleasure, a successful and memorable one. 
- Convert Visitor Center staffing from volunteers to paid staff. 
- Develop and implement a local awareness campaign to educate citizens about the economic benefits of tourism. 
- Continue to assist the Parks & Recreation Department in promoting Georgetown as a venue for sports activities and tournaments and distributing Georgetown promotional items and tourist information at these events. 

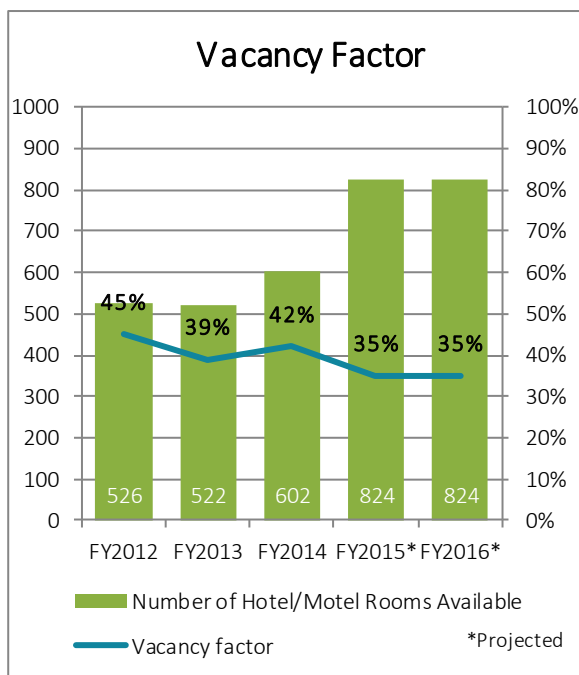


## DEPARTMENTAL BUDGET

	FY2014 Actual	FY2015 Budget	FY2015 Proj Actual	FY2016 Base	FY2016 Changes	FY2016 Budget
Personnel	262,976	261,728	261,728	314,587	22,191	336,778
Operations	380,728	495,222	494,903	429,027	33,520	462,547
Capital	-	12,500	12,500	-	100,000	100,000
<b>Total Departmental Budget</b>	<b>\$ 643,704</b>	<b>\$ 769,450</b>	<b>\$ 769,131</b>	<b>\$ 743,614</b>	<b>\$ 155,711</b>	<b>\$ 899,325</b>

## DEPARTMENTAL PERFORMANCE MEASURES

	FY2014 Actual	FY2015 Budget	FY2015 Proj Actual	FY2016 Base	FY2016 Changes	FY2016 Budget
<b>Workload Measures</b>						
1. # of special / promotional projects organized or assisted	39	40	40	40	0	40
2. # of visitors inquiries	54,188	55,000	55,000	57,000	0	57,000
3. # of hotel/motel rooms available	527	602	602	824	0	824
<b>Performance Measures</b>						
1. # of inquiries resulting from advertisements	27,399	25,000	35,000	45,000	0	45,000
2. # of website hits	158,000	170,000	200,000	220,000	0	220,000
2. Vacancy factor	37%	40%	35%	35%	0%	35%



A low ***vacancy factor*** is an indicator of the effectiveness of our efforts to market Georgetown as a signature destination, and ensure we are netting ample hotel occupancy tax revenues. Increasing hotel room inventories and decreasing vacancy factors demonstrates a healthy tourism market.

### AWARDS/ACCREDITATIONS

*Texas Association of Convention & Visitors Bureau Award for Best Mobile Site/App* - Explore Georgetown, Texas mobile app

*Texas Downtown Association Award for Best Marketing Campaign* - The Most Beautiful Town Square in Texas



## FIRE PARAMEDICS SPECIAL REVENUE FUND

### DEPARTMENT DESCRIPTION

The EMS department is focused on providing pre-hospital services that include treatment, transport, and mobile integrated health services. The goal of this program is to improve patient outcomes after acute medical emergencies and reduce preventable diseases through education and outreach. The EMS program begins service on Oct 1, 2015.

FIRE

FIRE PARAMEDICS SRF

15 FTEs  
 100% OF FTE'S WITHIN  
 THIS FUND

















### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2015

- ✓ Ensured necessary staff obtained Paramedic Licenses.
- ✓ Established Franchise Agreements with private EMS providers.
- ✓ Purchase Transitional Response Vehicles (5 TRVs).
- ✓ Hired additional personnel (9 FTEs).
- ✓ Obtained Controlled Substances licensing.
- ✓ Registered program with the State and met all requirements.
- ✓ Negotiated a service agreement with ESD8.
- ✓ Fully vetted and tested program, procedures, TRVs and other equipment.

### PRIMARY COUNCIL STRATEGIC GOALS



### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2016

- Develop data management system to aid in tracking medical emergency trends.  
- Create strategy to improve EMD process and pre-arrival instructions. 
- Implement an AED and CPR outreach program to improve early access during SCA.  
- Transition TRV's into an effective response /deployment model. 
- Convert engines into ALS/Paramedic capable response units. 
- Design internal and regional EMS training program. 
- Cultivate an effective partnership with EMS franchisees and AHJ's.  
- Initiate a mobile integrated healthcare program and the associated data reporting metrics.  
- Seek improved quality assurance program.  
- Integrate EMT's into the TRV staffing model to improve service delivery and professional development.  

## DEPARTMENTAL BUDGET

	FY2014 Actual	FY2015 Budget	FY2015 Proj Actual	FY2016 Base	FY2016 Changes	FY2016 Budget
Personnel	-	804,186	567,698	1,108,136	-	1,108,136
Operations	-	250,400	155,400	498,636	-	498,636
Capital	-	523,000	27,000	-	-	-
<b>Total Departmental Budget</b>	<b>\$ -</b>	<b>\$1,577,586</b>	<b>\$ 750,098</b>	<b>\$1,606,772</b>	<b>\$ -</b>	<b>\$1,606,772</b>

## DEPARTMENTAL PERFORMANCE MEASURES

With the establishment of this new program, staff will monitor and measure success in through the use of operational and financial key performance indicators (KPI's). The operational KPI's will include measures relating to time of arrival, number of calls/transport, as well as the number of times a TRV was utilized rather than the traditional fire engine. The financial KPI's will include measures relating to costs per transport, revenue per transport, and payer mix distribution.



## TAX INCREMENT REINVESTMENT ZONES (TIRZ)

### DOWNTOWN TAX INCREMENT REINVESTMENT ZONE

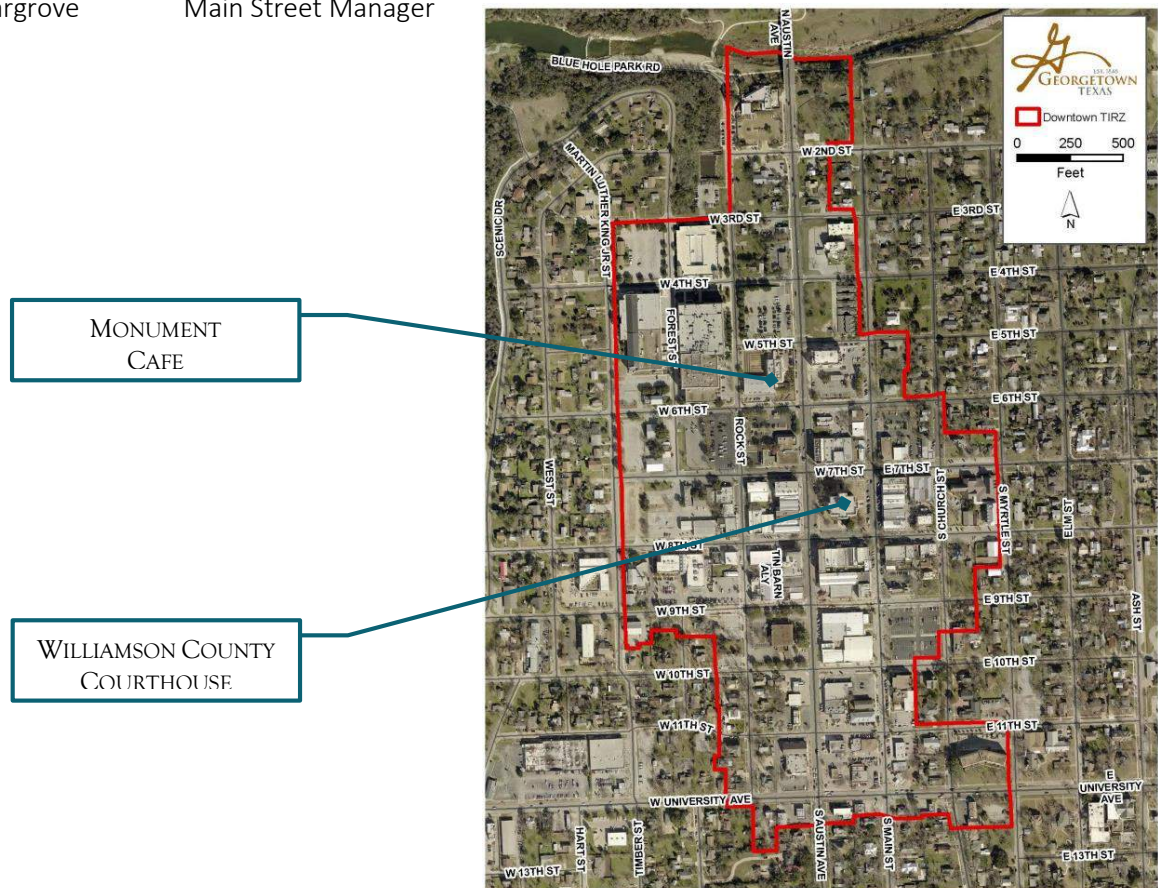
The Downtown Georgetown TIRZ was created by Ordinance No. 2004-77 and covers approximately 66 (+/-) acres, located entirely in Williamson County and within the corporate limits of the City, and is generally located around the courthouse square, south of the South San Gabriel River and north of University Blvd. The Zone is for a 25-year duration.

The Zone facilitates a program of public improvements to allow and encourage the development and redevelopment of downtown Georgetown into a mixed use, pedestrian-oriented environment, consistent with the goals of the City's Downtown Master Plan.

Public improvements eligible for the Zone include, but are not limited to, the construction of: sidewalks, cross walks and pedestrian crossing systems, storm sewers and drainage ponds, sanitary sewers, landscaping, streetscape, fountains, works of art, and street furniture, plazas, squares, pedestrian malls, trails and other public spaces, parking lots and roadways, utility line relocation and installation, water system improvements, parks, and outdoor performance spaces, bicycle routes and facilities, public transportation projects, signage, and other related necessary or convenient public improvements.

#### BOARD MEMBERS

Rachael Jonrowe	Councilmember District 6
Rusty Winkstern	Downtown Business Owner
Len Lester	Downtown Business Owner
David Kellerman	Chair of Main Street Advisory Board
Shelly Hargrove	Main Street Manager





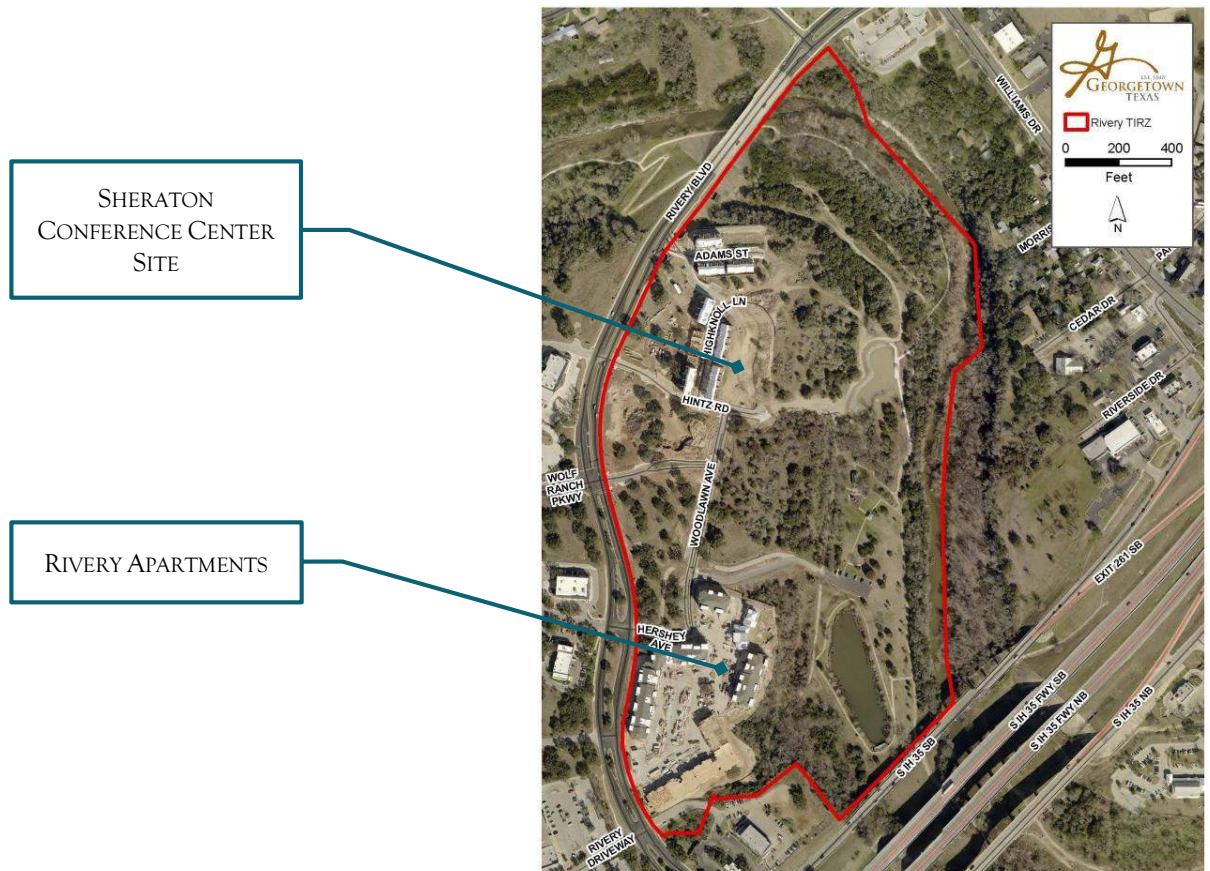
## RIVERY PARK TAX INCREMENT REINVESTMENT ZONE

The Rivery Park Tax Increment Reinvestment Zone (TIRZ) was created by Ordinance #2001-91, and the duration is through December 31, 2041.

The purpose of the TIRZ is to provide a financing vehicle necessary to facilitate a program of public improvements to allow and encourage the development of a 221-room hotel having a AAA 3 Diamond Rating or a 2 Star Forbes Rating, a 18,880 square foot conference center, and a 336 - space public parking garage. Another purpose of the TIRZ is to construct amenities in and make other improvements necessary to increase accessibility to Rivery Park and enhance the park experience for visitors. Other development within the TIRZ is anticipated to include single and multifamily residential development and commercial/ retail space, as allowed by the PUD Ordinance. The tax increment generated within the TIRZ would be used to finance costs associated with the construction, maintenance, and repair of the Public Parking Garage, improvements in Rivery Park, public utilities within the TIRZ, public roadways (and related improvements) within and outside of the TIRZ boundaries, and other costs that meet the definition of "project costs".

### BOARD MEMBERS

Keith Brainard	Councilmember District 2, Chair
Dale Ross	Mayor
David Morgan	City Manager
Laurie Brewer	Assistant City Manager
Jeff Novak	Business Owner/Brae Development Partners
Ronald Swain	Southwestern University
Valerie Covey	County Commissioner Precinct 3
Marsha Farney	Representative for Texas House District 20
Charles Schwertner	Senator for Texas Senate District 5





## SOUTH GEORGETOWN TAX INCREMENT REINVESTMENT ZONE

The South Georgetown Tax Increment Reinvestment Zone (TIRZ) was created by Ordinance #2014-31 and the duration is through December 31, 2044.

The Zone is being created to fund public infrastructure necessary to encourage high quality commercial/retail development at the intersection of IH35 and Westinghouse Road which is seen as the next major node as growth continues to move north from Round Rock. The proposed TIRZ is approximately 595 undeveloped acres along Westinghouse Road, between IH35 and FM1460 and includes not only the commercial areas directly behind the Bass Pro Shop, but also proposed residential development adjacent to Teravista.

The intersection at Westinghouse and IH35 is proposed to be major City job center, with not only offices, but also mixed use retail and other related services (including residential) in a campus style development. But, the barrier to traditional develop in this area has always been the cost of infrastructure, including sewer and road improvements.

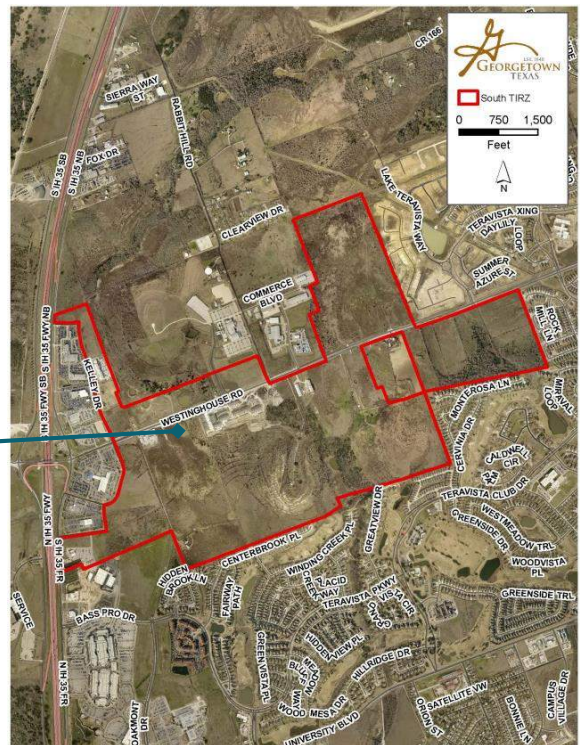
In order to accelerate the development of this area and ensure the quality and type of development the City desires, the City plans to move forward with proactively building the necessary infrastructure improvements, thus encouraging capital investment and the creation of new jobs. The revenues generated within this TIRZ will then reimburse the City's utility and possibly GTEC for cost of those upfront improvements.

The TIRZ is expected to be in place until December 31, 2044, or when all project costs (not to exceed \$50M) have been reimbursed (including any bonds issued to fund these projects). There are currently 37 different parcels with an assessed value (per 2014) of approximately \$18.5M which will become the "floor" value for the TIRZ. At full build out, the assessed valuation is estimated in excess of \$573M. Estimated project costs are \$48.7M and include sewer, water, electric and road improvements. A feasibility analysis is included with the ordinance. City staff will be working with developers and other entities to further leverage the TIRZ revenues in order to ensure and expedite construction of the improvements.

### BOARD MEMBERS

Dale Ross	Mayor, Chair
David Morgan	City Manager
Glenn Dishong	City Utility Director
Sofia Nelson	City Planning Director
Buddy Yaeger	GUS Advisory Board Chair
Anna Eby	Councilmember District 1
Bill Connor	GTEC President

ANATOLE APARTMENTS



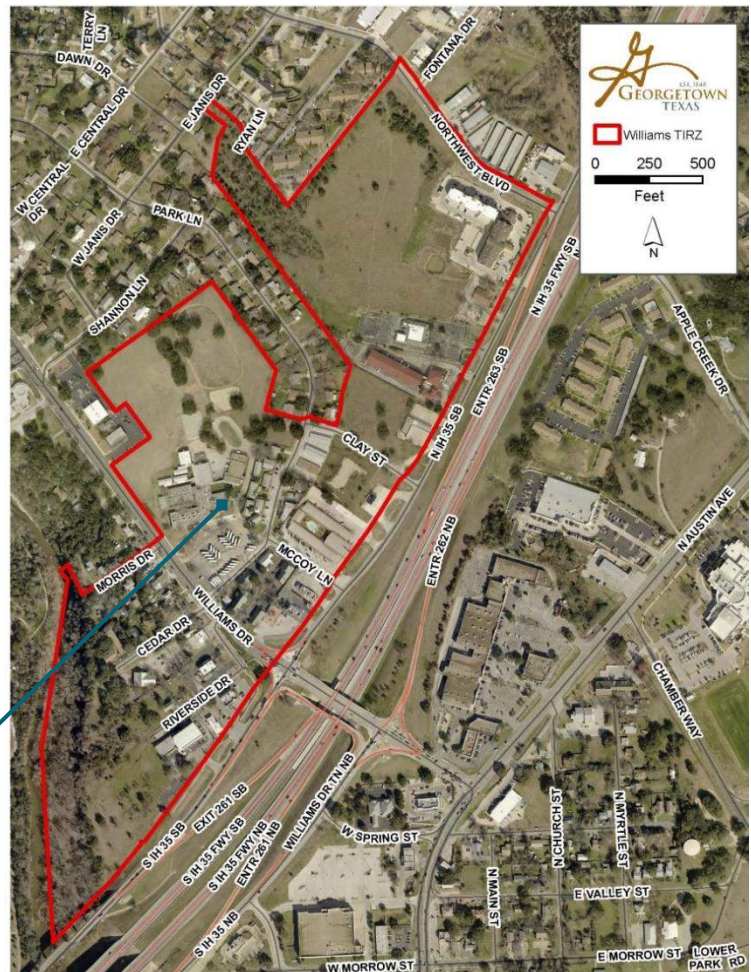
## WILLIAMS DRIVE GATEWAY TAX INCREMENT REINVESTMENT ZONE

Williams Drive Gateway Tax Increment Reinvestment Zone (TIRZ) was created by Ordinance No. 2006-104 and the duration is through December 31, 2031. The TIRZ was created to facilitate a program of public improvements to allow and encourage the development and redevelopment of the Williams Drive Gateway area into a mixed use, pedestrian oriented environment consistent with the goals of the City's Williams Drive Gateway Redevelopment Plan. Public improvements scheduled for the Zone include, but are not limited to, the construction of: (i) sidewalks, cross walks and pedestrian crossing systems (ii) storm sewers and drainage ponds, (iii) sanitary sewers, (iv) landscaping, streetscape, fountains, works of art, and street furniture, (v) plazas, squares, pedestrian malls, trails and other public spaces, (vi) parking lots and roadways, (vii) utility line relocation and installation, (viii) water system improvements (ix) parks, and outdoor performance spaces, (x) bicycle routes and facilities, (xi) public transportation projects, (xii) signage, and (xiii) other related necessary or convenient public improvements.

### BOARD MEMBERS

Dale Ross	Mayor, Chair
David Morgan	City Manager
Steve West	Chief Financial Officer, GISD
Rachael Jonrowe	Councilmember District 6
George Betondo	Property/Restaurant Owner

GISD ADMINISTRATION  
ANNEX BUILDING





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