

Meeting Date (?) 02/28/2017

Subject Matter* (?) DBAFY17 Funding Increase
This must match rolling agenda entry

Department of Origin* EXECUTIVE

Submitted By* Joey Dunn

Type of Meeting* BCD Special Regular

Classification* Public Hearing Consent Statutory Regular

Ordinance* None First Read Second Read First & Only Read

Strategic Initiative* Public Safety Economic Development Service Quality of Life Infrastructure

Agenda Item Description* Consideration and possible action on a proposed resolution approving the Amended Fiscal Year 2017 Operational Budget for the Downtown Bryan Association (DBA) and authorizing the Mayor to sign the First Amendment to the Fiscal Year 2017 (FY2017) Funding Agreement with the DBA, approving an additional \$87,500, increasing total FY2017 funding from \$275,000 to \$362,500 for additional expenses related to the operation of DBA.

Summary Statement* At the February 14, 2017, City Council Workshop, DBA Executive Director Sandy Farris presented a request for additional FY2017 funding to add the following services:

- Personnel: \$100,000, including additional full/part-time staff (office, marketing and events), and benefits for employees.
- Increased outer-market advertising: \$25,000, with primary focus on general tourism, and secondary focus on event-specific marketing.
- Events: \$15,000, to supplement hard costs not covered by sponsorships or revenue.
- Downtown appearance: \$10,000, including possibility of DBA contracting with a local company to provide weekly cleanup service for sidewalks, streets/curbs, and planted areas.

Following the presentation, staff received clarification from DBA that the increase of \$150,000 requested was an annualized figure. Therefore, this proposed Resolution and First Amendment reflect an increase of \$87,500, which represents a pro-rated amount for the seven remaining months in FY2017 (March 1, 2017 through September 30, 2017).

FY2017 first quarter program reports were submitted by DBA on time and approved in accordance with the City of Bryan Hotel Occupancy Tax (HOT) Fund Distribution Policy, requirements listed in State law, and terms included in the FY2017 Annual Funding Agreement.

Staff Analysis & Recommendation* As per consensus received from City Council on February 14, staff recommends approving this Resolution for a \$87,500 increase in operational funding for FY2017. This increase brings the total amount of City funding to DBA from \$275,000 to \$362,500 in FY2017.

DBA has increased the number of events and activities that bring tourists, visitors, and patrons to Downtown Bryan. This funding increase will allow the organization to be more effective in promoting tourism and economic growth in downtown. Furthermore, the ongoing partnership with DBA continues to provide Downtown merchants and property owners a conduit to communicate as an organized group with the City.

Options* (In Suggested Order of Staff Preference)

1. Approve proposed resolution, amended operational budget, and First Amendment to annual funding agreement
2. Modify proposed resolution, amended operational budget, and First Amendment to annual funding agreement, which may require City Council consideration at a future City Council meeting
3. Do not approve proposed resolution, amended operational budget, and First Amendment to annual funding agreement and provide direction to staff

Funding Source* FY2017 Hotel Occupancy Tax Fund: an additional \$74,375 (for a total of \$304,375 to DBA)
FY2017 General Fund: an additional \$13,125 (for a total of \$58,125 to DBA)

A subsequent amendment reflecting these funding changes to the City of Bryan FY2017 Budget will be brought back to City Council at a future date.


Attachments

DBA FY17 Amended Funding Resolution.pdf	191.69KB
2017_Feb 14 Council Presentation.pdf	1.2MB
FY2017 DBA ORIGINAL FUNDING AGREEMENT.pdf	2.19MB

Please detail attachments and note attachments available for viewing in City Secretary's Office:

1. Resolution for Amended DBA Funding FY17, including Exhibit A, FY17 DBA Operational Budget Amended, Exhibit B, FY17 DBA Texas Reds Budget, and Exhibit C, DBA FY2017 First Amendment to Funding Agreement
2. February 14, 2017 presentation at City Council Workshop by Sandy Farris
3. FY2017 DBA Original Funding Agreement

Dept. Head Signature



Deputy City Manager Signature

Hugh R. Walker

City Manager Signature



City Attorney Signature

Janis K. Hampton