

## SPECIAL REVENUE FUNDS

The Special Revenue Funds account for the proceeds of specific revenue sources that are restricted to expenditure for specified purposes. There are 13 special revenue funds.

The **Police Forfeiture Fund** accounts for proceeds resulting from property seized during drug raids. Purchases made with such proceeds benefit the Police Department's operations.

The **Animal Shelter Fund** accounts for funds contributed by the cities of Cedar Hill, Duncanville and DeSoto to purchase equipment and expand the Tri-City Animal Shelter.

The **Animal Shelter Donation Fund** accounts for donated funds dedicated to the shelter's use.

The **Library Fund** accounts for the purchase of reading materials about the City of Cedar Hill for the Library.

The **Hotel-Motel Tax Fund** accounts for the occupancy taxes collected from hotels and motels in the City. By law, this revenue may be used only for programs that promote Cedar Hill tourism.

The **High Pointe Public Improvement District Fund** accounts for special assessments on the properties within the High Pointe subdivision in the northern section of the City. The assessment revenue is used for maintenance on common areas in this subdivision.

The **Waterford Oaks Public Improvement District Fund** accounts for special assessments on the properties within the Waterford Oaks subdivision of the City. The assessment revenue is used for maintenance on the common areas in this subdivision.

The **Police Reserve Pension Fund** accounts for the funds set aside in a pension benefit plan for police reserve officers.

The **Landscape Beautification Fund** accounts for funds to assist with City landscaping projects.

The **Joe Pool Lake Escrow Fund** accounts for funds set aside beginning in FY 1994-1995 to pay for 43% of the water rights to Joe Pool Lake.

The **Traffic Safety Fund** accounts for funds to assist issues regarding the red light cameras.

## SPECIAL REVENUE FUNDS (Continued)

The **Community Development Corporation Fund** accounts for sales tax collected and used for community development purposes. The Texas Legislature enacted the Ratliff Bill (V.A.C.S., Article 5190.6, Section 4B), enabling cities to present a referendum to the voters for a one-half cent sales tax increase. The 4B sales tax proposal was passed by the voters in January 1994 and became effective on July 1, 1994.

The Community Development Corporation (CDC) is a governing board with seven voting members that review requests for funds from city departments and community organizations that require funds for tangible projects. The CDC adopts a budget which the City Council incorporates into the overall City budget each year.

The **Economic Development Corporation Fund** accounts for sales tax collected and used for economic development purposes. The Texas Legislature enacted the Ratliff Bill (V.A.C.S., Article 5190.6, Section 4A), enabling cities to present a referendum to the voters for a one-half cent sales tax increase. The 4A sales tax proposal was passed by the voters in January 1994 and became effective on July 1, 1994.

The Economic Development Corporation (EDC) is a governing board with five voting members that uses the proceeds from the 4A sales tax to negotiate cash incentives, tax abatements and infrastructure improvements for potential new businesses and existing businesses that wish to expand in the City. The EDC adopts a budget which the City Council incorporates into the overall City budget each year.

## SPECIAL REVENUE FUNDS

### Combined Funds

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 45,655,881	\$ 50,460,733	\$ 53,896,004	\$ 59,961,315
REVENUES:				
Taxes	6,165,256	6,300,000	6,365,000	6,116,500
Forfeitures	336,825	392,000	314,000	314,000
Interest Income	4,158,689	2,332,340	2,559,190	2,628,380
Employer Contribution	10,000	10,000	20,000	20,000
Donations	18,202	16,000	13,500	14,000
Other	2,946,855	2,842,400	2,856,125	2,970,035
Assessments	417,386	409,070	410,085	409,050
Transfers from Other Funds	1,852,585	1,850,000	1,850,000	1,850,000
TOTAL Revenues	\$ 15,905,798	\$ 14,151,810	\$ 14,387,900	\$ 14,321,965
TOTAL AVAILABLE RESOURCES	\$ 61,561,679	\$ 64,612,543	\$ 68,283,904	\$ 74,283,280
EXPENDITURES:				
Public Safety	407,907	317,000	315,590	311,480
Community Services	4,188,112	4,690,724	4,628,665	4,873,565
Economic Development	810,861	8,804,175	1,256,170	9,660,885
Capital Expenditures	270,768	286,500	141,595	899,325
Debt Service	267,025	269,475	269,675	266,165
Tourism	62,341	99,875	86,494	144,600
Transfer to Other Funds	1,658,661	1,624,770	1,624,450	1,622,895
TOTAL Expenditures	\$ 7,665,675	\$ 16,092,519	\$ 8,322,639	\$ 17,778,915
Revenue over (under) Expenditures	8,240,123	(1,940,709)	6,065,261	(3,456,950)
ENDING FUND BALANCE	\$ 53,896,004	\$ 48,520,024	\$ 59,961,265	\$ 56,504,365

## SPECIAL REVENUE FUNDS

### Police Forfeiture Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 59,989	\$ 50,184	\$ 43,214	\$ 29,539
REVENUES:				
Taxes	-	-	-	-
Forfeitures	4,138	60,000	30,000	30,000
Interest Income	1,448	-	1,000	500
Other	-	-	-	-
TOTAL Revenues	5,586	60,000	31,000	30,500
TOTAL AVAILABLE RESOURCES	65,575	110,184	74,214	60,039
EXPENDITURES:				
Public Safety	22,361	10,800	44,675	29,050
TOTAL Expenditures	22,361	10,800	44,675	29,050
Revenue over (under) Expenditure:	(16,775)	49,200	(13,675)	1,450
ENDING FUND BALANCE	43,214	99,384	29,539	30,989

## SPECIAL REVENUE FUNDS

### Animal Shelter Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 4,019	\$ -	\$ 5,319	\$ 5,369
REVENUES:				
Interest Income	34	-	-	50
Transfers from Other Funds	2,585	-	-	-
TOTAL Revenues	2,619	-	-	50
TOTAL AVAILABLE RESOURCES	6,638	-	5,369	5,419
EXPENDITURES:				
Public Safety	1,319	-	-	-
Capital Expenditures	-	-	-	-
TOTAL Expenditures	1,319	-	-	-
Revenue over (under) Expenditures	1,300	-	-	50
ENDING FUND BALANCE	5,319	-	5,369	5,419

## SPECIAL REVENUE FUNDS

### Animal Shelter Donation Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 269,890	\$ 54,440	\$ 58,946	\$ 58,846
REVENUES:				
Interest Income	1,624	2,000	650	650
Donations	18,202	16,000	13,500	14,000
TOTAL Revenues	19,826	18,000	14,150	14,650
TOTAL AVAILABLE RESOURCES	289,716	72,440	73,096	73,496
EXPENDITURES:				
Community Services	4,581	6,250	6,250	6,250
Capital Expenditures	226,189	8,000	8,000	8,000
TOTAL Expenditures	230,770	14,250	14,250	14,250
Revenue over (under) Expenditures	(210,944)	3,750	(100)	400
ENDING FUND BALANCE	58,946	58,190	58,846	59,246

## SPECIAL REVENUE FUNDS

### Library Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 63,841	\$ 62,535	\$ 64,273	\$ 64,953
REVENUES:				
Interest Income	682	700	680	680
TOTAL Revenues	682	700	680	680
TOTAL AVAILABLE RESOURCES	64,523	63,235	64,953	65,633
EXPENDITURES:				
Community Services	250	21,000	-	21,000
TOTAL Expenditures	250	21,000	-	21,000
Revenue over (under) Expenditures	432	(20,300)	680	(20,320)
ENDING FUND BALANCE	64,273	42,235	64,953	44,633

## SPECIAL REVENUE FUNDS

### Hotel-Motel Tax Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 443,757	\$ 502,667	\$ 521,844	\$ 579,950
REVENUES:				
Taxes	135,676	125,000	140,000	140,000
Interest Income	4,752	4,600	4,600	4,600
TOTAL Revenues	140,428	129,600	144,600	144,600
TOTAL AVAILABLE RESOURCES	584,185	632,267	666,444	724,550
EXPENDITURES:				
Tourism	62,341	99,875	86,494	144,600
TOTAL Expenditures	62,341	99,875	86,494	144,600
Revenue over (under) Expenditures	78,087	29,725	58,106	-
ENDING FUND BALANCE	521,844	532,392	579,950	579,950



## SPECIAL REVENUE FUNDS

### High Pointe Public Improvement District Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 66,549	\$ 66,549	\$ 82,083	\$ 82,083
REVENUES:				
Interest Income	1,475	1,940	1,940	1,500
Other	28,225	20,000	20,000	20,000
Assessments	318,824	313,070	313,070	309,050
TOTAL Revenues	348,524	335,010	335,010	330,550
TOTAL AVAILABLE RESOURCES	415,073	401,559	417,093	412,633
EXPENDITURES:				
Community Services	332,990	274,510	274,510	275,050
Capital Expenditures	-	60,500	60,500	55,500
TOTAL Expenditures	332,990	335,010	335,010	330,550
Revenue over (under) Expenditures	15,534	-	-	-
ENDING FUND BALANCE	82,083	66,549	82,083	82,083

## SPECIAL REVENUE FUNDS

### Waterford Oaks Public Improvement District Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 140,317	\$ 177,192	\$ 172,964	\$ 199,869
REVENUES:				
Interest Income	1,870	2,300	1,420	2,300
Other	2,328	3,300	6,625	3,300
Assessments	98,562	96,000	97,015	100,000
TOTAL Revenues	102,760	101,600	105,060	105,600
TOTAL AVAILABLE RESOURCES	243,077	278,792	278,024	305,469
EXPENDITURES:				
Community Services	70,113	57,200	58,530	57,200
Capital Expenditures	-	30,000	19,625	30,000
TOTAL Expenditures	70,113	87,200	78,155	87,200
Revenue over (under) Expenditures	32,647	14,400	26,905	18,400
ENDING FUND BALANCE	172,964	191,592	199,869	218,269

## SPECIAL REVENUE FUNDS

### Police Reserve Pension Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 102,693	\$ 103,593	\$ 83,232	\$ 100,017
REVENUES:				
Interest Income	(15,674)	5,000	15,800	5,000
Employer Contribution	10,000	10,000	20,000	20,000
TOTAL Revenues	(5,674)	15,000	35,800	25,000
TOTAL AVAILABLE RESOURCES	97,019	118,593	119,032	125,017
EXPENDITURES:				
Public Safety	13,787	18,100	19,015	19,055
TOTAL Expenditures	13,787	18,100	19,015	19,055
Revenue over (under) Expenditures	(19,461)	(3,100)	16,785	5,945
ENDING FUND BALANCE	83,232	100,493	100,017	105,962

## SPECIAL REVENUE FUNDS

### Landscape Beautification Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 702,962	\$ 1,029,262	\$ 1,006,819	\$ 1,320,319
REVENUES:				
Interest Income	7,718	7,200	9,500	9,500
Other	1,918,970	2,064,100	2,007,000	2,124,235
TOTAL Revenues	1,926,688	2,071,300	2,016,500	2,133,735
TOTAL AVAILABLE RESOURCES	2,629,650	3,100,562	3,023,319	3,454,054
EXPENDITURES:				
Community Services	1,622,831	1,728,500	1,703,000	1,800,000
Capital Expenditures	-	-	-	575,000
TOTAL Expenditures	1,622,831	1,728,500	1,703,000	2,375,000
Revenue over (under) Expenditures	303,857	342,800	313,500	(241,265)
ENDING FUND BALANCE	1,006,819	1,372,062	1,320,319	1,079,054

**SPECIAL REVENUE FUNDS****Joe Pool Lake Escrow Fund**

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 33,303,314	\$ 36,503,314	\$ 39,186,264	\$ 43,436,264
REVENUES:				
Interest Income	4,032,950	2,190,000	2,400,000	2,500,000
Transfers from Other Funds	1,850,000	1,850,000	1,850,000	1,850,000
TOTAL Revenues	5,882,950	4,040,000	4,250,000	4,350,000
TOTAL AVAILABLE RESOURCES	39,186,264	40,543,314	43,436,264	47,786,264
EXPENDITURES:				
TOTAL Expenditures	-	-	-	-
Revenue over (under) Expenditures	5,882,950	4,040,000	4,250,000	4,350,000
ENDING FUND BALANCE	39,186,264	40,543,314	43,436,264	47,786,264

## SPECIAL REVENUE FUNDS

### Traffic Safety Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 327,077	\$ 298,623	\$ 248,595	\$ 230,825
REVENUES:				
Forfeitures	332,687	332,000	284,000	284,000
Interest Income	3,850	3,600	3,600	3,600
TOTAL Revenues	336,537	335,600	287,600	287,600
TOTAL AVAILABLE RESOURCES	663,614	634,223	536,195	518,425
EXPENDITURES:				
Public Safety	370,440	288,100	251,900	263,375
Capital Expenditures	44,579	188,000	53,470	230,825
TOTAL Expenditures	415,019	476,100	305,370	494,200
Revenue over (under) Expenditures	(78,482)	(140,500)	(17,770)	(206,600)
ENDING FUND BALANCE	248,595	158,123	230,825	24,225

## SPECIAL REVENUE FUNDS

### Community Development Corporation Fund

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 3,922,806	\$ 4,336,252	\$ 4,807,483	\$ 5,461,183
REVENUES:				
Taxes	3,014,790	3,087,500	3,112,500	3,187,500
Interest Income	43,742	40,000	40,000	30,000
Other	732,523	755,000	822,500	822,500
TOTAL Revenues	3,791,055	3,882,500	3,975,000	4,040,000
TOTAL AVAILABLE RESOURCES	7,713,861	8,218,752	8,782,483	9,501,183
EXPENDITURES:				
Community Services	2,157,347	2,603,264	2,586,375	2,714,065
Debt Service	267,025	269,475	269,675	266,165
Transfer to Other Funds	482,006	465,250	465,250	462,300
TOTAL Expenditures	2,906,378	3,337,989	3,321,300	3,442,530
Revenue over (under) Expenditures	884,677	544,511	653,700	597,470
ENDING FUND BALANCE	4,807,483	4,880,763	5,461,183	6,058,653

# VALLEY RIDGE PARK

## MISSION STATEMENT:

The mission of the Cedar Hill Parks and Recreation Department is to maximize the benefit of parks, programs and activities utilizing City resources in an effective, efficient and responsive manner.

## CORE FUNCTIONS:

- 1) **Maintain grounds for Valley Ridge Park** – Mow, treat and fertilize Valley Ridge Park
- 2) **Athletic field preparation** - Mow, inspect, and sustain athletic turf
- 3) **Provide general maintenance and repair** – Inspect and repair park structures; maintain irrigation systems
- 4) **Control litter and remove debris** - Remove litter and debris from Valley Ridge Park

## 2012 - 2013 WORKPLAN

### CORE FUNCTION: #1 Maintain grounds for Valley Ridge Park

#### Action:

- Mow, treat and fertilize Valley Ridge Park

#### Activity Measurement:

- Treat and fertilize 82 acres, seven times per year
- Mow 51 acres of undeveloped grounds twice a month for nine months
- Mow 35 acres of soccer fields at least two times a week for nine months
- Mow 19 acres of football fields at least two times a week for nine months
- Mow 16 acres of developed grounds once a week for nine months
- Mow 15 acres of baseball fields at least two times a week for nine months
- Mow 6 acres of softball fields at least two times a week for nine months
- Seed baseball, soccer and softball annually

#### Meets City Council's Premier Statement:

Cedar Hill has Vibrant Parks and Natural Beauty.



## **CORE FUNCTION: #2 Athletic field preparation**

### **Action:**

- Mow, inspect and sustain athletic turf

### **Activity Measurement:**

- Drag and mark 10 baseball/softball fields prior to each series of games
- Mark three football and 16 soccer fields prior to each series of games
- Conduct daily inspection of three football fields, 18 soccer fields, 10 baseball/softball fields prior to each series of games

### **Meets City Council's Premier Statement:**

Cedar Hill has Vibrant Parks and Natural Beauty.

## **CORE FUNCTION: #3 Provide general maintenance and repair**

### **Action:**

- Inspect and repair park structures
- Maintain irrigation systems

### **Activity Measurement:**

- Inspect four playgrounds weekly and repair as needed
- Document playground inspections monthly
- Inspect fences and bleachers daily and repair as needed
- Monitor irrigation systems daily for distribution efficiency and repair as needed
- Inspect seven park structures weekly and make necessary repairs

### **Meets City Council's Premier Statements:**

Cedar Hill has Vibrant Parks and Natural Beauty.

Cedar Hill is Safe.

**CORE FUNCTION: #4 Control litter and remove debris from Valley Ridge Park**

**Action:**

- Remove litter and debris from Valley Ridge Park

**Activity Measurement:**

- Remove litter and debris daily from Valley Ridge Park

**Meets City Council's Premier Statements:**

Cedar Hill is Clean.

Cedar Hill has Vibrant Parks and Natural Beauty.

**SUMMARY  
VALLEY RIDGE**

<b>EXPENDITURES</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Personnel	\$ 240,017	\$ 259,895	\$ 240,500	\$ 308,694
Supplies	36,370	43,625	43,135	43,135
Maintenance	79,920	61,200	80,500	70,000
Utilities	200,203	149,780	162,780	162,780
Lease/Rentals	-	-	995	33,605
Sundry	1,687	-	28,000	79,000
Capital	-	48,575	-	-
Miscellaneous		2,390	-	-
<b>TOTAL Department Budget</b>	<b>\$ 558,197</b>	<b>\$ 565,465</b>	<b>\$ 555,910</b>	<b>\$ 697,214</b>

<b>STAFFING</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Maintenance Crew Chief	0.00	0.00	0.00	1.00
Maintenance Workers	4.00	4.00	4.00	4.00
Part-Time/Seasonal	2.79	2.79	2.79	2.79
<b>TOTAL Department Staff</b>	<b>6.79</b>	<b>6.79</b>	<b>6.79</b>	<b>7.79</b>

<b>PERFORMANCE INDICATORS</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Acres maintained	164	164	164	164
Percentage mowed at least once a week	99%	99%	99%	99%

# RECREATION CENTER

## MISSION STATEMENT:

The mission of the Cedar Hill Parks and Recreation Department is to maximize the benefit of parks, programs and activities utilizing City resources in an effective, efficient and responsive manner.

## CORE FUNCTIONS:

- 1) **Retain Current Customers and Attract New Customers** – Provide premier customer service to existing members and patrons and secure new customers
- 2) **Prepare athletic fields** - Administer, supervise, implement and improve membership, classes, leagues, special events, rentals and all building uses
- 3) **Provide Building Maintenance** – Maintain a clean, safe and operable facility for public use

2012 - 2013 WORKPLAN

## **CORE FUNCTION: #1 Retain current customers and attract new customers**

### **Action:**

- Provide premier internal and external customer service
- Personalize customer service techniques
- Conduct one yearly membership satisfaction survey
- Implement an incentive program for current members
- Provide and market five membership specials
- Market awareness of the Recreation Center using community events/organizations and local businesses
- Encourage use of the Recreation Center utilizing internet and social networks

### **Activity Measurement:**

- Manage and respond to customer complaints and inquiries within 24 hours
- Greet each member and guest upon entering the Recreation Center daily
- Approach members and guests throughout the facility and inquire if they have any questions or need any assistance daily
- Enthusiastically offer all new guests or rental inquiries tours of the facility daily
- Implement an ongoing incentive program for members who give membership referrals that result in at least a three-month membership
- Publicize Recreation Center activities through two social media networks, *Facebook* and *Twitter* weekly
- Send personalized "thank you" cards to each renewed and new yearly membership purchase monthly
- Refresh and/or maintain website monthly
- Create and distribute a Recreation Center Newsletter to promote all Recreation Center activities and programs monthly
- Circulate three brochures to Cedar Hill residents seasonally (spring, summer and fall)
- Create, implement and evaluate an annual membership satisfaction survey for all memberships in early November
- Advertise recreation activities through 24 venues annually

### **Meets City Council's Premier Statement:**

Cedar Hill has Vibrant Parks and Natural Beauty.

Cedar Hill has a Strong and Diverse Economy.

Cedar Hill is Safe.

Cedar Hill has Excellent, Safe and Efficient Infrastructure.

**CORE FUNCTION: #2 Provide and promote Recreation Center utilization to the public**

**Action:**

- Offer affordable membership plans to the Cedar Hill community and surrounding areas
- Offer daily passes to allow guests an opportunity to evaluate the quality of the building and equipment and promote future membership
- Plan, promote, implement and evaluate quality health, fitness and wellness classes
- Plan, promote, implement and evaluate quality general youth, adult, and aging adult programming
- Plan, promote, implement and evaluate quality adult leagues
- Plan, promote, implement and evaluate youth, adult and family special events
- Offer community rental space
- Administer building uses

**Activity Measurement:**

- Offer, promote and evaluate four different membership types including 1-Month, 3-Month, Annual, and Corporate daily
- Offer and promote daily passes to non-members to encourage future membership purchases daily
- Provide an overview of Recreation Center amenities and services to youths and adults through patron orientations daily
- Offer five quality personal trainers to the members daily
- Schedule and provide support staff for membership sales and renewal, class registration, fitness, facility monitoring, and customer service daily
- Furnish two styles of quality martial arts classes monthly
- Supply four quality dance classes (competitive and noncompetitive) monthly
- Offer and evaluate seven quality special interest classes monthly
- Plan, promote and evaluate four types of quality aerobic high-impact exercise classes monthly
- Furnish two quality low-impact cardiovascular activities monthly
- Develop, promote, and evaluate three distinctive camps annually
- Craft four quality special youth programs annually
- Present four seasons of adult volleyball leagues (56 teams) annually
- Create three new quality programs annually
- Generate five special events annually
- Schedule 900 room bookings annually
- Furnish community space at no charge to 20 functions annually
- Assist with two regional and/or statewide events to market and promote use of the Recreation Center for economic and tourism purposes annually

**Activity Measurement (continued):**

- Open and provide adequate staff to allow 5,400 hours of Recreation Center operations annually: Hours - Monday through Friday 6:00 A.M. to 10:00 P.M.; Saturday 8:00 A.M. to 6:00 P.M.; Sunday 1:00 P.M. to 7:00 P.M.
- Staff Recreation Center for 5,600 hours of rental space annually: Hours – Monday through Thursday 6:00 A.M. to 10:00 P. M.; Friday 6:00 A.M. to 12:00 (midnight); Saturday 8:00 A.M. to 12:00 (midnight); Sunday 1:00 P.M. to 9:00 P.M.
- Staff Recreation Center Barnyard for 2,240 hours annually: Monday through Friday 8:00 A.M. to 12:00 (noon) and 5:00 P.M. to 9:00 P.M.; Saturday 9:00 A.M. to 12:00 (noon).
- Maintain a minimum of 7,000 memberships: 1,225 annual memberships; 3,110 three-month memberships; and 2,670 one-month memberships annually
- Sell, a minimum of, 12,015 Day Passes annually
- Increase cost recovery from 50% to 60% annually

**Meets City Council's Premier Statement:**

Cedar Hill has Distinctive Character.

Cedar Hill has a Strong and Diverse Economy.

Cedar Hill is Safe.

Cedar Hill is Clean.

Cedar Hill has Excellent, Safe and Efficient Infrastructure.

### **CORE FUNCTION: #3 Provide building maintenance**

#### **Action:**

- Sustain scheduled, preventive maintenance and ensure facility cleanliness
- Provide and maintain a variety of fitness machines

#### **Activity Measurement:**

- Execute surface cleaning and maintenance checks three times each day for 74 stations
- Clean all common areas of the Recreation Center daily
- Sterilize all restrooms and remove debris three times daily
- Prepare meeting rooms for various events daily and as needed
- Detail outside areas daily
- Perform diagnostics on HVAC (Heating, Ventilation and Air conditioning) system daily
- Clean work out equipment between each use daily
- Sustain 74 fitness stations with equipment fully operational no less than 90% of the time daily
- Replace light bulbs and make minor repairs within one business day
- Spray and buff all floors three times per week or as needed
- Develop and implement a preventative maintenance program to be utilized monthly
- Develop and implement a safety and appearance checklist to be completed monthly
- Check HVAC filters monthly
- Verify chemical levels on the water chill system monthly
- Strip/wax all floors monthly or as needed
- Change HVAC filters quarterly

#### **Meets City Council's Premier Statements:**

Cedar Hill has Vibrant Parks and Natural Beauty.

Cedar Hill is Safe.

Cedar Hill is Clean.

Cedar Hill has Excellent, Safe and Efficient Infrastructure.



**SUMMARY  
RECREATION CENTER**

<b>EXPENDITURES</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Personnel	\$ 821,383	\$ 932,525	\$ 927,140	\$ 987,995
Supplies	68,633	67,700	69,015	102,175
Maintenance	61,202	72,530	79,415	75,400
Services	238,698	218,625	239,780	228,475
Utilities	204,387	207,340	202,020	201,800
Leases/Rentals	20,483	25,875	22,215	44,790
Sundry	9,941	49,850	12,120	44,465
<b>TOTAL Department Budget</b>	<b>\$ 1,424,727</b>	<b>\$ 1,574,445</b>	<b>\$ 1,551,705</b>	<b>\$ 1,685,100</b>

<b>STAFFING</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Recreation Center Manager	1.00	1.00	1.00	1.00
Recreation Center Coordinator	3.00	3.00	3.00	3.00
Special Events Coordinator	1.00	1.00	1.00	1.00
Building Maintenance Technician	1.00	1.00	1.00	1.00
Recreation Assistant Lead	1.00	1.00	1.00	1.00
Administrative Secretary	1.00	1.00	1.00	1.00
Recreation Assistant - Fitness	1.00	1.00	1.00	1.00
Custodian	2.00	2.00	2.00	2.00
Member Services Assistant	1.00	1.00	1.00	2.00
Part-Time Recreation Assistant	2.50	2.50	2.50	2.50
Part-Time Member Services Assistant	6.50	6.50	6.50	6.00
Part-Time Building Attendant	1.50	1.50	1.50	1.50
<b>TOTAL Department Staff</b>	<b>22.50</b>	<b>22.50</b>	<b>22.50</b>	<b>23.00</b>

<b>PERFORMANCE INDICATORS</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Athletic Volleyball Leagues	55	56	50	56
Paid program registrations	5,226	4,700	5,219	5,300
Room rentals (All)	914	950	1,198	1,200
Number of paid memberships	6,843	6,200	6,500	6,800

**COMMUNITY DEVELOPMENT CORPORATION FUND**

**DEBT SERVICE SCHEDULE OF REQUIREMENTS**

Sales Tax Revenue Bonds

Series 2004 Refunding

FISCAL PERIOD	PRINCIPAL	INTEREST	TOTAL
2012-13	250,000	14,163	264,163
2013-14	270,000	4,894	274,894
TOTAL	<u>\$520,000</u>	<u>\$19,057</u>	<u>\$539,057</u>

Interest due February 15 and August 15

Principal due February 15

Interest Rates:

3.500% 2013

3.630% 2014

Purpose: Development of Valley Ridge Park and expansion of Library parking lot

**SPECIAL REVENUE FUNDS**

**Economic Development Corporation Fund**

CATEGORY	ACTUAL 2010-11	BUDGET 2011-12	ESTIMATED 2011-12	BUDGET 2012-13
BEGINNING FUND BALANCE	\$ 6,248,667	\$ 7,276,122	\$ 7,614,968	\$ 8,392,098
REVENUES:				
Taxes	3,014,790	3,087,500	3,112,500	2,789,000
Interest Income	74,218	75,000	80,000	70,000
Other	264,809	-	-	-
TOTAL Revenues	3,353,817	3,162,500	3,192,500	2,859,000
TOTAL AVAILABLE RESOURCES	9,602,484	10,438,622	10,807,468	11,251,098
EXPENDITURES:				
Economic Development	810,861	8,804,175	1,256,170	9,660,885
Transfer to Other Funds	1,176,655	1,159,520	1,159,200	1,160,595
TOTAL Expenditures	1,987,516	9,963,695	2,415,370	10,821,480
Revenue over (under) Expenditures:	1,366,301	(6,801,195)	777,130	(7,962,480)
ENDING FUND BALANCE	7,614,968	474,927	8,392,098	429,618

# ECONOMIC DEVELOPMENT

## MISSION STATEMENT:

The mission of the Economic Development Department is to retain and expand existing business through a proactive retention and expansion program, attract desirable industry by fostering a business friendly environment, and aggressively market Cedar Hill utilizing a multi-faceted approach.

## CORE FUCTIONS:

1. Support, retain or expand existing business
2. Attract desirable business and industry while fostering a positive business climate.
3. Expand, support and market the tourism industry
4. Strategically and aggressively market Cedar Hill

2012 – 2013 WORKPLAN

## **CORE FUNCTION #1: Support, retain and expand existing business**

### **Action:**

- Utilize Business Retention Expansion Program (BREP) as a(n):
  - Information gathering tool
  - Networking resource
  - Relationship resource (liaison between business and City departments)
  - Support mechanism for local business
- Develop location and business-specific retention tools
- Support local business development
- Work with Cedar Valley College and the Small Business Development Center to identify training needs and create appropriate training programs
- Disseminate pertinent information to Cedar Hill businesses

### **Activity Measurement:**

- Review and update existing BREP questionnaire annually
- Visit and survey Cedar Hill employers using questionnaire annually with a goal of two - four businesses a week
- Compile data and report to the EDC Board on business climate monthly
- Compile and analyze questionnaire data and report findings semi-annually to City Council
- Produce a BREP Brochure and update annually
- Conduct the third annual Citywide Economic Development Forum
- Attend quarterly meetings of the Cedar Hill Business Park Property Owners Association
- Market Cedar Hill's resources to business owners within the community
- Sit on the Board of Directors of the Best Southwest Partnership
  - Attend the monthly Board meetings
  - Attend quarterly luncheons
  - Volunteer for the marketing committee
- Sit on the Board of the Cedar Hill Chamber of Commerce
  - Attend monthly Board meetings
  - Attend monthly luncheons
  - Attend quarterly Chamber networking events
  - Volunteer in the Ambassadors Program; monthly meetings and ribbon cuttings
  - Sponsor the golf tournament annually
  - Purchase a table and attend the annual Gala
- Sit on the Board of Directors for Leadership Southwest
  - Attend monthly board meetings
- Attend bi-monthly Lions Club meetings
  - Volunteer for two community events annually
  - Purchase an advertisement in the annual basketball tournament program

**CORE FUNCTION #1: Support, retain, and expand existing business (continued)**

- Attend weekly Rotary meetings
  - Sponsor the Head for the Hills Bike Rally annually
  - Volunteer as Chapter president
- Sponsor Country Day on the Hill annually
- Provide business database on [www.cedarhilledc.com](http://www.cedarhilledc.com)
- Maintain internal business database on [www.salesforce.com](http://www.salesforce.com)

**Meets City Council's Premier Statement:**

Cedar Hill has a Strong and Diverse Economy.

**CORE FUNCTION #2: Attract desirable business and industry and foster a positive business climate**

**Action:**

- Maintain memberships in key organizations, utilizing sponsorships, volunteerism, and networking to create and maintain key relationships
- Maintain membership, board position and participation in the Best Southwest Partnership
- Maintain membership, board position, and participation in the Cedar Hill Chamber of Commerce
- Participate in the Cedar Hill Lions Club
- Participate in the Cedar Hill Rotary Club
- Support Country Day on the Hill
- Utilize cost-benefit analysis to determine suitability of submitted projects

**Activity Measurement:**

- Collaborate with allies to increase network of contacts and promote Cedar Hill ten times per year
- Sponsor/participate in targeted events for key organizations:
  - Cedar Hill Chamber of Commerce, three times per year
  - CoreNet Global, Corporate Real Estate Network, national , one time per year; local, sit on the board of directors as treasurer and attend five events per year
  - CREW, Commercial Real Estate Women, Fort Worth CREW Chapter, five times per year
  - *D* CEO Magazine's Best Brokers Awards and Real Points Blog Reception annually
  - *Dallas Business Journal's* Best Real Estate Deals of the Year, annually
  - IAMC, Industrial Asset Management Council, sponsor leadership seminar and attend forum two times per year
  - ICSC, International Council of Shopping Centers, attend and sponsor the Texas Conference, annually. Attend the national conference, annually
  - NAIOP, National Association of Industrial and Office Properties, three times per year
  - NTCAR, North Texas Commercial Association of Realtors, five times per year
  - SCR, Society for Commercial Realtors, five times per year
  - CCIM, Certified Commercial Investment Member, five times per year

**Meets City Council's Premier Statement:**

Cedar Hill has a Strong and Diverse Economy.

### **CORE FUNCTION #3: Expand, support and market the tourism industry**

#### **Action:**

- Enhance exposure on regional, state, and national levels by continuing to use targeted marketing and promotion activities to attract overnight visitors to Cedar Hill.
- Promote attractions in Cedar Hill, such as the Audubon Center, retail shopping and the State Park
- Provide information in a user-friendly format using web, flash drives, and print that enables efficient dissemination of visitor information
- Update visitors website regularly
- Facilitate the development process for new tourism business
- Maintain memberships in key organizations, utilizing sponsorships, volunteerism, and networking to create and maintain key relationships
- Strengthen or establish relationships with state, regional, and local allies:
  - TACVB, Texas Association of Convention and Visitor Bureaus
  - TTIA, Texas Tourism Industry Association
  - DFW Area Tourism Council

#### **Activity measurement:**

- Attend TACVB conferences two times per year
- Attend TTIA conferences two times per year
- Attend annual DFW Area Tourism Council luncheon and special events
- Advertise in tourism publications and online 30+ times per year
  - Dallas Relocation Guide
  - Go-Texas.net
  - Texas Highways
  - *Texas Monthly* magazine
  - Texas State Travel Guide
  - Texas Sports Facility Guide
  - TourTexas.com
  - *Where* magazine
- Respond to leads from advertisements monthly
- Sponsor the Cedar Hill Rotary Club Head for the Hills Bike Rally
- Provide staff support for the Tourism Committee authorized by the City Council
- Assist the Tourism Committee with the formation of a marketing strategy
- Assist the Tourism Committee with the formation of a Sponsorship Policy
- Redesign tourism marketing materials to implement new branding strategy

#### **Meets City Council's Premier Statement:**

Cedar Hill has a Strong and Diverse Economy.



#### **CORE FUNCTION #4: Strategically and aggressively market Cedar Hill**

**Action:**

- Enhance marketing exposure on regional, state, and national level
- Focus marketing efforts in the areas of professional office and industrial
- Promote Cedar Hill Business Park competitively
- Continue refining advertising and promotion directed toward target audiences
- Identify proper sources for demographic, workforce, and traffic data
- Provide information in user-friendly format for web, flash drive, and print that enables efficient transfer of critical information to investors, brokers, site selectors, and developers
- Update website regularly
- Review policies and modify if necessary to ensure they are business-friendly
- Facilitate development process for new business
- Redesign economic development marketing materials to implement new branding strategy
- Strengthen or establish relationships with state, regional, and local allies:
  - Best Southwest
  - Cedar Hill Chamber of Commerce
  - Cedar Hill ISD
  - Cedar Valley College
  - Dallas Regional Chamber of Commerce
  - DFW Marketing Team
  - North Texas Commission
  - Northwood University
  - Oncor
  - Small Business Development Center
  - Texas One

**CORE FUNCTION #4: Strategically and aggressively market Cedar Hill  
(continued)**

**Activity Measurement:**

- Increase sphere of influence through participation in events and trade shows that include real estate brokers and developers, as well as target industry leaders - 20 times per year
- Advertise in business and industry journals 15 times per year:
  - *Dallas Business Journal*
  - *D CEO Magazine*
  - Core Net Global's *The Leader* magazine
  - *Site Selection* magazine
  - *American British Business*
  - Dallas Regional Chamber's Economic Development and Relocation Guides
  - *Texas Real Estate Business*
  - *Best Southwest Images* magazine
  - *Texas Wide Open for Business* magazine
- Produce and refine marketing materials designed to attract targeted business
  - Demographics book, update bi-annually
  - Aerial map, produce annually
  - Street map, produce biennially
  - Cedar Hill Business Park Brochure, update as needed
  - Cedar Hill Visitor's Guide – update quarterly
  - Ads for multi-media publication, update annually
- Maintain property listings in Cedar Hill Prospector website weekly
- Send GIS updates to GIS Planning quarterly

**Meets City Council's Premier Statement:**

Cedar Hill has a Strong and Diverse Economy.

**SUMMARY  
ECONOMIC DEVELOPMENT**

<b>EXPENDITURES</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Personnel	\$ 278,871	\$ 284,985	\$ 271,465	\$ 282,435
Supplies	4,584	4,000	4,000	4,000
Maintenance	11,091	12,075	47,075	32,075
Services	134,867	161,055	159,850	160,265
Marketing	233,416	308,170	308,170	276,820
Utilities	2,240	3,535	3,935	3,935
Lease / Rentals	26,490	26,490	26,490	26,490
Sundry	52,782	59,865	59,865	59,865
Incentives	66,520	7,944,000	375,000	8,815,000
Transfers	1,176,655	1,159,520	1,159,520	1,160,595
<b>TOTAL Department Budget</b>	<b>\$ 1,987,516</b>	<b>\$ 9,963,695</b>	<b>\$ 2,415,370</b>	<b>\$ 10,821,480</b>

<b>STAFFING</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Economic Development Director	1.00	1.00	1.00	1.00
Business Retention/ Marketing Manager	1.00	1.00	1.00	1.00
Executive Assistant	1.00	1.00	1.00	1.00
<b>TOTAL Department Staff</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>

<b>PERFORMANCE INDICATORS</b>	<b>ACTUAL FY 10-11</b>	<b>BUDGET FY 11-12</b>	<b>ESTIMATED FY 11-12</b>	<b>BUDGET FY 12-13</b>
Businesses Visited	54	60	50	60
Businesses Contacted	120	150	81	150
Advertisements/Promotions	47	45	53	50
Event Sponsorships	20	20	14	15

