

NOTICE OF PUBLIC MEETING

The Management Committee for the Downtown Plano Public Improvement District will meet on August 15, 2017 at 4:00 PM in the Executive Conference Room, Suite 355 at the Plano Municipal Center (1520 K Avenue).

AGENDA

1. Call to Order
2. Public Comments – The Management Committee will hear comments of public interest. Specific factual information, explanation of current policy, or clarification of the Management Committee’s authority may be made in response to an inquiry. Any other discussion or decision must be limited to a proposal to place the item on a future agenda.
3. Approval of Minutes for the July 11, 2017 Meeting
4. Reports from Historic Downtown Plano Association (HDPa) and from City of Plano on PID Funded Activities
5. Update on PID Renewal Process
6. Discussion on Lighting for Downtown Street Trees
7. Items for Future Discussion
8. Adjourn

The Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal/L Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of the building. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.

**DOWNTOWN PLANO PUBLIC IMPROVEMENT DISTRICT
MANAGEMENT COMMITTEE**

MINUTES

July 11, 2017

Members Present

Bonnie Shea, Chair
Carolyn Snow
Mona Crider
Denise Clutson
Mirna Lynch
Sean Teele

Members Absent

Chris Kelly
Ashley Allen
Carrie Goodman
Lyndsey Leon

Staff

Jack Carr, Deputy City Manager
Peter Braster, Director of Special Projects
Denise Tacke, Director of Finance
Kendra Cobbs, Senior Planner

Other Attendees

City Council Member Tom Harrison
Alex Hargis, Executive Director of Historic Downtown Plano Association (HDPa)

Call to Order

Chair Shea called the meeting to order at 4:27 PM in Executive Conference Room, Suite 355 of the Plano Municipal Center, 1520 K Avenue. A quorum was present.

Public Comments

None

Agenda Item #3 – Approval of Minutes for June 13, 2017 Meeting

Ms. Crider made a motion to approve the minutes. The motion was seconded by Ms. Snow. The minutes were approved by unanimous vote.

Agenda Item #4 – Reports from HDPa and City of Plano on PID Funded Activities

Chair Shea handed out and reviewed financial reports for the HDPa. The PID's balance sheet and income statement, also revenues and expenses were reported. See attached summaries.

Agenda Item #5 – Discussion on City's PID Website Pages

The PID webpage is on the City's website, www.plano.gov, under the "Doing Business" tab. Click on Downtown Plano Public Improvement District. All PID information like the boundary map, budget, policies, and agendas and minutes may be viewed on the webpage.

Agenda Item #6 – Discussion on PID Renewal Schedule

Mr. Braster reported that a draft letter on the PID renewal process and petition were ready for review. And a PID spreadsheet to keep tally of petition percentages will be emailed to the Committee.

The HDPa 2017 PID Report will be added to the City’s PID webpage.

Mr. Hargis gave an overview of the 2017 PID Report.

There will be two informational meetings on July 25th and August 22nd at Urban Rio restaurant.

The Committee agreed that the estimated costs of improvements and services for the District should be updated to \$180,000 – \$225,000 annually. Also, the District would remain in place for five years.

Agenda Item #7 – Items for Future Discussion

A discussion on renewing the PID should be added to the agenda.

Agenda Item #8 - Adjourn

Chair Shea requested a motion for the meeting to be adjourned. Ms. Lynch made the motion, Ms. Snow seconded the motion. The meeting was adjourned at 5:02 PM.

Bonnie Shea, Chair

**CITY OF PLANO, TEXAS
PUBLIC IMPROVEMENT DISTRICT BALANCE SHEET
AS OF JULY 31, 2017 (with Comparative Totals for FY 2016)**

	<u>7/31/2017</u>	<u>FY 2016</u>
ASSETS		
CASH & CASH EQUIVALENTS	\$ 39,640	90,697
RECEIVABLES:		
Accounts receivable	-	-
PREPAIDS	2,000	5,065 (Steinfest)
Total Assets	<u>\$ 41,640</u>	<u>95,762</u>
 LIABILITIES AND RETAINED EARNINGS		
LIABILITIES:		
Accounts payable	-	5,423
Unearned revenue	-	25,000 (See note below)
Total Liabilities	<u>-</u>	<u>30,423</u>
 FUND BALANCE:		
Restricted	41,640	65,339
Total Fund balance	<u>41,640</u>	<u>65,339</u>
Total Liabilities and Fund Balance	<u>\$ 41,640</u>	<u>95,762</u>

Note:
FY 2017 assessment for Junction 15; this will remain unearned revenue until FY 2017

**CITY OF PLANO, TEXAS
PUBLIC IMPROVEMENT DISTRICT - COMBINING STATEMENT OF REVENUES,
EXPENSES AND CHANGES IN RETAINED EARNINGS
FOR THE PERIOD ENDED JULY 31, 2017**

	<u>7/31/2017</u>	<u>FY 2016</u>
REVENUES:		
Assessed taxes	\$ 97,091	96,327
Penalties and interest	36	-
Total revenues	<u>97,127</u>	<u>96,327</u>
EXPENSES:		
Contractual services	164,010	149,375
Miscellaneous	6,816	900
Total expenditures	<u>170,826</u>	<u>150,275</u>
Excess (deficiency) of revenues over (under) expenditures	<u>(73,699)</u>	<u>(53,948)</u>
OTHER FINANCING SOURCES:		
Transfers in	<u>50,000</u>	<u>50,000</u>
NET CHANGE IN FUND BALANCE	<u>(23,699)</u>	<u>(3,948)</u>
FUND BALANCE - Beginning	<u>65,339</u>	<u>69,287</u>
FUND BALANCE - Ending	<u>\$ 41,640</u>	<u>65,339</u>

A/P Amounts Total to G/L Amount
*

Do Ty	Business Unit	Obj Acct	G/L Date	Amount	Explanation Alpha Name	Document Number	Address Number	Invoice Number	Explanation -Remark-
PV	359	6204	11/16/16	6,816.00	FILLMORE PUB, THE	1430699	854702	100	Steinfest 10/29/16
	Object Account Total			6,816.00					
JE	359	6306	10/1/16	1,170.00	RCLS PRPD-PV1421561-COMM IMPAC	75			Oct advertis-Steinfest 2016
JE	359	6306	10/1/16	1,722.50	RCLS PRPD-PV1411607-IMAGINARIA	149			Logo & Desgn-Steinfest 2016
JE	359	6306	10/1/16	1,722.50	RCLS PRPD-PV1422538-IMAGINARIA	150			Blnc-logo & ad dsng/Steinfest
JE	359	6306	10/4/16	440.00	BANNER INSTALLATION-STEINFEST	157			STEINFEST 10/29/16
PV	359	6306	10/6/16	1,170.00	COMMUNITY IMPACT NEWSPAPER/JG	1423861	515351	STEINFEST-SEPT 2016	Advertising-Steinfest
PV	359	6306	10/6/16	2,000.00	CLEAR CHANNEL OUTDOOR INC.	1423862	102078	56157495	Billboard Ad for Steinfest
PV	359	6306	10/13/16	250.00	HATCREEK MARKETING INC.	1425066	835910	1157	Website Monitoring
PV	359	6306	10/13/16	4,800.00	GLASS HOUSE STRATEGY LLC.	1425067	835901	778	Steinfest media buy
PV	359	6306	10/26/16	967.76	VOOM GROUP INC., THE	1427168	769892	29842	Steinfest posters,flyers
PV	359	6306	10/26/16	800.00	EMERGENCY ICE	1427169	843064	STEINFEST 2016	Ice for Steinfest 10/29/16
PV	359	6306	11/9/16	1,296.30	SWEET AS SUGAR CHILDREN'S BOUT	1429660	851004	20006	Swag for Steinfest
PV	359	6306	11/9/16	1,182.09	VOOM GROUP INC., THE	1429662	769892	30224	Signs/Menu Bds-Steinfest
PV	359	6306	11/9/16	97.43	VOOM GROUP INC., THE	1429663	769892	30229	Printing of Vouchers-Steinfest
PV	359	6306	11/9/16	1,943.00	BLUE CIRCLE MEDIA LLC.	1429666	515813	EST. 10292016	Audio/Visual-Steinfest
PV	359	6306	11/9/16	250.00	HATCREEK MARKETING INC.	1429667	835910	1157	Website Monitoring
PV	359	6306	1/5/17	4,650.00	CLEAR CHANNEL OUTDOOR INC.	1437760	102078	56159027	Digital Billbrd-Steinfest
PV	359	6306	3/15/17	201.35	VOOM GROUP INC., THE	1448452	769892	31741	Mrkting posters-Chips fundrais
PV	359	6306	3/15/17	163.46	VOOM GROUP INC., THE	1448454	769892	31759	Marketing Prints-Chips Fundrai
PV	359	6306	4/5/17	2,000.00	CLEAR CHANNEL OUTDOOR INC.	1453064	102078	56157495	ArtFest 4/10-4/23/17
PV	359	6306	4/5/17	1,140.00	COMMUNITY IMPACT NEWSPAPER/JG	1453065	515351	81685	ArtFest
PV	359	6306	4/5/17	1,500.00	IMAGINARIA INC.	1453066	514553	2084	ArtFest 2017 Poster
PV	359	6306	4/5/17	299.00	PLANO MAGAZINE	1453067	518515	INV-000337	ArtFest marketing
PV	359	6306	4/5/17	250.00	HATCREEK MARKETING INC.	1453068	835910	1157	HDPA Web Monitoring
PV	359	6306	4/5/17	950.00	PLANO MAGAZINE	1453071	518515	INV-000327	Art & Wine Walk-May Issue
PV	359	6306	4/5/17	299.00	PLANO MAGAZINE	1453072	518515	INV-000337	Night Out banner
PV	359	6306	4/5/17	153.72	VOOM GROUP INC., THE	1453076	769892	31740	Art & Wine Walk posters
PV	359	6306	4/5/17	300.94	VOOM GROUP INC., THE	1453077	769892	31718	ArtFest posters & cards
PV	359	6306	4/5/17	107.17	VOOM GROUP INC., THE	1453078	769892	31733	ArtFest Directory inserts
PV	359	6306	4/5/17	247.89	VOOM GROUP INC., THE	1453079	769892	32874	ArtFest Banners-15th St
PV	359	6306	4/5/17	112.58	VOOM GROUP INC., THE	1453080	769892	32100	Additional ArtFest posters
PV	359	6306	4/6/17	200.00	KAUFMANN, CHERYL	1453109	801975	319	ArtFest Mktg Map Color
PV	359	6306	4/6/17	200.00	KAUFMANN, CHERYL	1453110	801975	319	Marketing Graphic Design
PV	359	6306	4/6/17	1,800.00	SHEFFIELD CREATIVE	1453111	927620	281	Vote & Soak
PV	359	6306	4/19/17	311.76	LONE STAR PARKING NORTH LLC.	1455059	932298	202146	Valet Signage Reimbursement
PV	359	6306	4/26/17	1,063.02	VOOM GROUP INC., THE	1456504	769892	32288	AWW Print Bundle
PV	359	6306	4/26/17	250.00	HATCREEK MARKETING INC.	1456505	835910	1157	HDPA Web Monitoring
PV	359	6306	4/26/17	1,500.00	IMAGINARIA INC.	1456506	514553	2084	Night Out 15th(2017)Design
PV	359	6306	4/26/17	1,253.00	PLANO MAGAZINE	1456508	518515	INV-000276	ArtFest print ad
PV	359	6306	5/3/17	321.50	VOOM GROUP INC., THE	1457536	769892	32430	Mrkting ArtFest printing
PV	359	6306	5/3/17	203.51	VOOM GROUP INC., THE	1457537	769892	32384	ArtFest Lanyards-credentials
PV	359	6306	5/3/17	324.75	ART IS LIFE STUDIO (JENICE WIL	1457538	945117	32	ArtFest Photography
PV	359	6306	5/17/17	319.34	VOOM GROUP INC., THE	1460033	769892	32424	Plano Arts Coalition Brochure
PV	359	6306	5/17/17	250.00	HATCREEK MARKETING INC.	1460035	835910	1157	HDPA SEO Web Monitoring
PV	359	6306	5/25/17	2,862.22	E.H. TEASLEY & CO. INC.	1461147	958688	E2017-0903	ArtFest Banners/Signage
PV	359	6306	6/7/17	250.00	HATCREEK MARKETING INC.	1463059	835910	1157	HDPA Web Monitoring
PV	359	6306	6/15/17	247.89	VOOM GROUP INC., THE	1464074	769892	32874	Movies in the Park(Banner)
PV	359	6306	6/15/17	299.00	PLANO MAGAZINE	1464075	518515	INV-000337	Digita e-mail bnr/Movies-Park
PV	359	6306	6/15/17	950.00	PLANO MAGAZINE	1464076	518515	INV-000327	Print Ad-Art Wine Walk
PV	359	6306	6/15/17	127.74	VOOM GROUP INC., THE	1464077	769892	32950	Night Out on 15th
PV	359	6306	6/22/17	350.00	ELIXIR ENTERTAINMENT LLC.	1465045	977417	158922	NOO15th DRONE FOOTAGE
PV	359	6306	6/22/17	303.10	VOOM GROUP INC., THE	1465052	769892	32939	
PV	359	6306	6/29/17	800.00	BLUE CIRCLE MEDIA LLC.	1466280	515813	06242017 HDPA	Movies In the Park
PV	359	6306	7/26/17	250.00	HATCREEK MARKETING INC.	1470336	835910	1157	Web Monitoring
	Object Account Total			46,623.52					
JE	359	6312	10/1/16	450.00	TRFR PRPD-MCCALL PLZ RENTAL	33			Contract#223185-Steinfest
JE	359	6312	10/25/16	8,138.00	TRFR PRSNL COSTS-STEINFEST	376			HDPA event(PID)10/29/16
JE	359	6312	12/1/16	1,595.00	STEINFEST 10/29/16-ADDTL FEES	1104			Contract#223186@McCall Plaza
PV	359	6312	10/6/16	5,000.00	DALLAS DIRECTORY, THE	1423881	819381	STEIN100116	Event Mgmt-Oct Payment
PV	359	6312	11/9/16	514.13	DALLAS DIRECTORY, THE	1429661	819381	STEIN110416	Expenses for Steinfest
PV	359	6312	11/9/16	100.00	PLANO MAGAZINE	1429664	518515	236	Photography for Steinfest

PV	359	6312	11/9/16	400.00	EMERGENCY ICE	1429665	843064 22-607933		Adtdnl Ice-SteinFest 10/29
PV	359	6312	11/9/16	3,066.00	M&M CONCESSIONS	1429668	850287 STEIN2016-001		Clean Up & Toilets-SteinFest
PV	359	6312	11/9/16	3,500.00	ENTERTAINMENT SERVICES	1429669	851005 STEINFEST 2016		Electrical Svc-SteinFest 10/29
PV	359	6312	1/11/17	60,000.00	HISTORIC DOWNTOWN PLANO ASSOCI	1438694	514348 2017 EXECUTIVE DIRECTOR		Manage/Promote PID programs
PV	359	6312	2/23/17	200.00	KAUFMANN, CHERYL	1445190	801975	319	Images-ArtFest publication
PV	359	6312	3/8/17	1,000.00	COKE, TONY	1447074	911502 2017 ARTFEST 4/22-23		Chalk Photo Bus
PV	359	6312	3/15/17	2,577.50	ELITE CASINO EVENTS	1448453	518411 3/4/17 ROOFTOP-HDPA		Event Rental-Chips Fundraiser
PV	359	6312	4/5/17	2,578.44	PEERLESS EVENTS & TENTS	1453069	927507 Q#48413-1		ArtFest-@McCall Plaza 4/23/17
PV	359	6312	4/5/17	3,015.86	PEERLESS EVENTS & TENTS	1453070	927507 Q#48449-1		ArtFest @ Haggard Prk 4/23/17
PV	359	6312	4/5/17	3,300.00	REBEL RIO INC.	1453073	927506 QUOTE 3504		ArtFest 4/22-23/Live Printing
PV	359	6312	4/5/17	568.31	URBAN CRUST LLC.	1453074	518415 CHIPS 2017		CHIPS Catering 3/3/17
PV	359	6312	4/5/17	811.88	URBAN RIO MANAGEMENT LLC.	1453075	518514 CHIPS 2017		Chips Catering 3/3/17
PV	359	6312	4/6/17	100.00	NGO, TRUONG	1453108	927505 ROOFTOP "CHIPS" 3/3/17		Chips Photographer
PV	359	6312	4/13/17	600.00	RAINES, ERIC	1454258	931272	10	Marketing Art Fest Graphics
PV	359	6312	4/26/17	1,000.00	DALLAS DIRECTORY, THE	1456507	819381 STEIN030117		SteinFest 2017 initial pymt
PV	359	6312	5/17/17	355.00	BLUE CIRCLE MEDIA LLC.	1460034	515813 04232018 AF2		ArtFest Event Production
PV	359	6312	5/17/17	3,200.00	BLUE CIRCLE MEDIA LLC.	1460034	515813 04232018 AF2		ArtFest Event Production
PV	359	6312	5/17/17	2,107.63	B-WEISS ENTERTAINMENT GROUP LL	1460036	953899	1958	ArtFest Waste Management
PV	359	6312	5/25/17	2,700.00	A PLUS STUDENT STAFFING INC.	1461148	958680 AGREEMENT 060417		Night Out Waitstaff
PV	359	6312	6/7/17	1,200.00	BLUE CIRCLE MEDIA LLC.	1463057	515813 06042017 NOO15		Audio/Visual-Night Out
PV	359	6312	6/7/17	150.00	E.H. TEASLEY & CO. INC.	1463058	958688 E2017-1158		Banner repair-15th St Banner
PV	359	6312	6/7/17	100.00	SPORCIC, TIMOTHY WILLIAM	1463060	967256 2017-01		ArtFest Photography
PV	359	6312	6/15/17	5,626.61	RENTAL STOP	1464072	780984 CONTRACT#740997-1		Night Out rentals
PV	359	6312	6/15/17	115.83	VOOM GROUP INC., THE	1464073	769892	32989	Night Out menu cards
PV	359	6312	6/22/17	1,873.00	ROSE FOOD SERVICE	1465044	514733	604178	NOO15th rentals
PV	359	6312	6/22/17	567.23	VOOM GROUP INC., THE	1465056	769892	33012	
PV	359	6312	6/22/17	294.44	RENTAL STOP	1465057	780984 BALANCE NOO15TH EVENT		Balance
PV	359	6312	6/22/17	465.48	VOOM GROUP INC., THE	1465060	769892	32941	
PV	359	6312	6/22/17	115.83	VOOM GROUP INC., THE	1465062	769892	32989	
Object Account Total				117,386.17					
Cost Center Total									
				170,825.69					
Report Total ->				170,825.69					

Historical Downtown Plano Association
2017 Outlook (Through September 30, 2017)

	Budget 2017	Actuals Jul-17	Outlook Aug-17	Outlook Sep-17	Total Outlook YTD 2017	Variance from Budget 2017
Income						
Sponsorships	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ (20,000.00)
Memberships	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 7,011.38	\$ (2,988.62)
Merchandise - Retail Sales	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 15.00	\$ (985.00)
Other	\$ 32,500.00	\$ -	\$ 6,700.00	\$ 6,700.00	\$ 38,220.00	\$ 5,720.00
Events:						
Chips on 15 - March	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 19,461.77	\$ (5,538.23)
Hop and Shop	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Night Out - May	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 24,561.79	\$ (438.21)
ArtFest - April	\$ 7,500.00	\$ -	\$ -	\$ -	\$ 33,895.60	\$ 26,395.60
Movies in the Park	\$ -	\$ -	\$ -	\$ -	\$ (47.62)	\$ (47.62)
Steinfest - Oct.	\$ 30,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ (29,000.00)
Dine, Drink & Shop	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Art and Wine Walk	\$ 55,000.00	\$ -	\$ 7,500.00	\$ 7,500.00	\$ 50,411.95	\$ (4,588.05)
Total Income before PID Funds	\$ 206,000.00	\$ -	\$ 14,200.00	\$ 14,200.00	\$ 174,529.87	\$ (31,470.13)
PID Funds:						
Events:						
Chips on 15	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 4,957.69	\$ (5,042.31)
Wine Walk	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Night Out	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 11,694.05	\$ 1,694.05
Movies in the Park	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 800.00	\$ (4,200.00)
Artfest	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 11,256.93	\$ 1,256.93
Steinfest	\$ 15,000.00	\$ -	\$ -	\$ -	\$ 39,168.43	\$ 24,168.43
Marketing / Advertising:						
Advertising and Printing	\$ 17,000.00	\$ 250.00	\$ -	\$ -	\$ 32,556.83	\$ 15,556.83
Print Media	\$ 14,500.00	\$ -	\$ -	\$ -	\$ 6,281.00	\$ (8,219.00)
Social Media	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 1,900.00	\$ (2,100.00)
Social Online	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 1,899.00	\$ (1,101.00)
Memberships and Subscriptions	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ (1,500.00)
Promotional Items	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other:						
Beautification / Sanitation	\$ 11,000.00	\$ -	\$ -	\$ -	\$ -	\$ (11,000.00)
Security/Valet, Safety	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 311.76	\$ (9,688.24)
City Administrative	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ (10,000.00)
PID Management Funds Available	\$ 60,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 45,000.00	\$ (15,000.00)
Total PID Funds Available	\$ 181,000.00	\$ 5,250.00	\$ 5,000.00	\$ 5,000.00	\$ 155,825.69	\$ (25,174.31)
Total Income	\$ 387,000.00	\$ 5,250.00	\$ 19,200.00	\$ 19,200.00	\$ 330,355.56	\$ (56,644.44)
Expenses						
Bank Fees/Merchant Account Fees	\$ 6,000.00	\$ 191.02	\$ 1,100.00	\$ 1,100.00	\$ 5,034.35	\$ (965.65)
Insurance plus sales tax	\$ 9,600.00	\$ 191.00	\$ -	\$ -	\$ 11,756.00	\$ 2,156.00
Business Services - Storage Unit	\$ 5,700.00	\$ 120.00	\$ 1,000.00	\$ 1,000.00	\$ 2,840.00	\$ (2,860.00)
General Administrative Fees (Valet Validations)	\$ 10,000.00	\$ (10,720.56)	\$ 6,500.00	\$ 6,500.00	\$ 35,289.62	\$ 25,289.62
Gifts to Charities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Marketing & Advertising (HDPA)	\$ 15,000.00	\$ 880.00	\$ 1,000.00	\$ 1,000.00	\$ 7,721.86	\$ (7,278.14)
Events (Non PID Funded) - Excess Needed	\$ -	\$ -	\$ -	\$ -	\$ 7,227.93	\$ 7,227.93
Chips on 15 - March	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 1,166.83	\$ (3,833.17)
Hop and Shop	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Night Out - May	\$ 10,000.00	\$ 4,517.46	\$ -	\$ -	\$ 10,314.82	\$ 314.82
ArtFest - April	\$ -	\$ 771.51	\$ -	\$ -	\$ 37,217.76	\$ 37,217.76
Movies in the Park	\$ 4,000.00	\$ 1,738.00	\$ -	\$ -	\$ 1,738.00	\$ (2,262.00)
Steinfest - Oct.	\$ 25,000.00	\$ -	\$ -	\$ 5,000.00	\$ 6,131.50	\$ (18,868.50)
Dine, Drink & Shop	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Art and Wine Walk	\$ 35,000.00	\$ 4,382.84	\$ 2,333.00	\$ 2,333.00	\$ 19,833.14	\$ (15,066.86)
Payment for PAC for Theater/Downtown	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ (5,000.00)
Other - Executive Director - Event Coordination	\$ 59,750.00	\$ 2,750.00	\$ 2,700.00	\$ 2,700.00	\$ 34,061.00	\$ (25,689.00)
Total Expenses before PID Funds	\$ 190,050.00	\$ 4,821.27	\$ 14,633.00	\$ 19,633.00	\$ 180,432.81	\$ (9,617.19)
PID Event Funds To Be Used:						
Events:						
Chips on 15	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 4,957.69	\$ (5,042.31)
Art and Wine Walk	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Night Out	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 11,694.05	\$ 1,694.05
Artfest	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 11,256.93	\$ 1,256.93
Movies in the Park	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 800.00	\$ (4,200.00)
Steinfest	\$ 15,000.00	\$ -	\$ -	\$ -	\$ 39,168.43	\$ 24,168.43
Total PID Events Budget Used	\$ 50,000.00	\$ -	\$ -	\$ -	\$ 67,877.10	\$ 17,877.10
Marketing / Advertising:						
Advertising and Printing	\$ 17,000.00	\$ 250.00	\$ -	\$ -	\$ 32,556.83	\$ 15,556.83
Print Media	\$ 14,500.00	\$ -	\$ -	\$ -	\$ 6,281.00	\$ (8,219.00)
Social Media	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 1,900.00	\$ (2,100.00)
Social Online	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 1,899.00	\$ (1,101.00)
Memberships and Subscriptions	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ (1,500.00)
Promotional Items	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total PID Marketing/Advertising Budget Used	\$ 40,000.00	\$ 250.00	\$ -	\$ -	\$ 42,636.83	\$ 2,636.83
Total PID Security/Valet, Safety	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 311.76	\$ (9,688.24)
Total PID Beautification / Sanitation Budget U	\$ 11,000.00	\$ -	\$ -	\$ -	\$ -	\$ (11,000.00)
Total City Administrative	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ (10,000.00)
Total PID Management Budget Used	\$ 60,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 45,000.00	\$ (15,000.00)
Total PID Funds Used / Allowed	\$ 181,000.00	\$ 5,250.00	\$ 5,000.00	\$ 5,000.00	\$ 155,825.69	\$ (25,174.31)
Total Expenses (HDPA and PID)	\$ 371,050.00	\$ 10,071.27	\$ 19,633.00	\$ 24,633.00	\$ 335,946.74	\$ (35,103.26)
Net Income	\$ 15,950.00	\$ (4,821.27)	\$ (433.00)	\$ (5,433.00)	\$ (5,591.18)	\$ (21,541.18)
Cash at Beginning of Year	\$ 42,902.00	\$ 63,948.09	\$ 59,126.82	\$ 58,693.82	\$ 42,902.00	\$ -
Cash at End of Year	\$ 58,852.00	\$ 59,126.82	\$ 58,693.82	\$ 53,260.82	\$ 37,310.82	\$ -

Date	Vendor	Invoice Number	Amount	Bucket	Line Item	Event	Paid Date
7/19/16	City of Plano	223186	\$ 450.00	Events	SteinFest (October)	SteinFest	8/5/16
7/19/16	Imaginaría, Inc.	2008	\$ 1,722.50	Marketing & Advertising	Advertising and Printing	SteinFest	7/22/16
9/19/16	Community Impact	C14589	\$ 1,170.00	Marketing & Advertising	Print Media	SteinFest	9/23/16
9/27/16	Imaginaría, Inc.	2030	\$ 1,722.50	Marketing & Advertising	Advertising and Printing	SteinFest	9/30/16
10/4/16	Community Impact	73067	\$ 1,170.00	Marketing & Advertising	Print Media	SteinFest	10/7/16
10/4/16	City of Plano	STEINFEST	\$ 440.00	Marketing & Advertising	Advertising and Printing	SteinFest	10/7/16
10/4/16	Clear Channel Outdoor	56157495	\$ 2,000.00	Marketing & Advertising	Advertising and Printing	SteinFest	10/7/16
10/4/16	The Dallas Directory	STEIN100116	\$ 5,000.00	Events	SteinFest (October)	SteinFest	10/7/16
10/12/16	Hatcreek Marketing, Inc.	1107	\$ 250.00	Marketing & Advertising	Social Online	None	10/14/16
10/12/16	Glass House Strategy	778	\$ 4,800.00	Marketing & Advertising	Advertising and Printing	SteinFest	10/14/16
10/18/16	Voom Group	29842	\$ 967.76	Marketing & Advertising	Advertising and Printing	SteinFest	10/21/16
10/25/16	Emergency Ice	123674	\$ 800.00	Events	SteinFest (October)	SteinFest	10/28/16
10/25/16	City of Plano	16-10293	\$ 8,138.00	Events	SteinFest (October)	SteinFest	10/28/16
TOTAL			\$ 28,630.76				
11/1/16	Entertainment Services	SteinFest	\$ 3,500.00	Events	SteinFest (October)	SteinFest	11/4/16
11/8/16	Blue Circle Media	10292016	\$ 1,943.00	Events	SteinFest (October)	SteinFest	11/11/16
11/8/16	Emergency Ice	22-607933	\$ 400.00	Events	SteinFest (October)	SteinFest	11/11/16
11/8/16	Hatcreek Marketing, Inc.	1111	\$ 250.00	Marketing & Advertising	Social Online	None	11/11/16
11/8/16	M&M Concessions	STEIN2016-001	\$ 3,066.00	Events	SteinFest (October)	SteinFest	11/11/16
11/8/16	Plano Magazine	INV-000236	\$ 100.00	Marketing & Advertising	Social Media Campaigns	SteinFest	11/11/16
11/8/16	Sweet as Sugar	20006	\$ 1,296.30	Events	SteinFest (October)	SteinFest	11/11/16
11/8/16	The Dallas Directory	STEIN110416	\$ 514.13	Events	SteinFest (October)	SteinFest	11/11/16
11/8/16	Voom Group	30224	\$ 1,500.00	Marketing & Advertising	Advertising and Printing	SteinFest	11/11/16
11/8/16	Voom Group	30229	\$ 97.43	Marketing & Advertising	Advertising and Printing	SteinFest	11/11/16
11/16/16	Fillmore Pub	SteinFest	\$ 6,816.00	Events	SteinFest (October)	SteinFest	11/18/16
12/1/16	City of Plano	223186	\$ 1,595.00	Events	SteinFest (October)	SteinFest	11/18/16
TOTAL			\$ 20,759.95				
12/13/16	Clear Channel Outdoor	56159027	\$ 4,650.00	Events	SteinFest (October)	SteinFest	1/5/17
12/13/16	HDP A	ED -2017	\$ 60,000.00	Executive Director/Asst. Director	PID Management	None	1/11/17
TOTAL			\$ 64,650.00				
2/23/17	Cheryl Kaufmann	1445190	\$ 200.00	Marketing & Advertising	Advertising and Printing	Artfest	3/3/17
TOTAL			\$ 200.00				
3/14/17	Voom Group	31759	\$ 201.35	Marketing & Advertising	Advertising and Printing	Chips Event	3/17/17
3/14/17	Voom Group	31741	\$ 163.46	Marketing & Advertising	Advertising and Printing	Chips Event	3/17/17
3/7/17	Tony Cole	ArtFest	\$ 1,000.00	Events	Chips Event (March)	Chips Event	3/10/17
3/14/17	Elite Casino Events	3/14/17	\$ 2,577.50	Events	Chips Event (March)	Chips Event	3/17/17
TOTAL			\$ 3,942.31				
4/4/17	Urban Crust		\$ 568.31	Events	Chips Event (March)	Chips Event	4/7/17
4/4/17	Urban Rio		\$ 811.88	Events	Chips Event (March)	Chips Event	4/7/17
4/4/17	Clear Channel Outdoor		\$ 2,000.00	Marketing & Advertising	Advertising and Printing	SteinFest	4/7/17
4/4/17	Plano Magazine		\$ 299.00	Marketing & Advertising	Print Media	Night Out	4/7/17
4/4/17	Voom Group		\$ 153.72	Marketing & Advertising	Advertising and Printing	A&WW	4/7/17
4/4/17	Voom Group		\$ 300.94	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/4/17	Voom Group		\$ 107.17	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/4/17	Imaginaría Creative		\$ 1,500.00	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/4/17	Bright Star Inspirations		\$ 200.00	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/4/17	Bright Star Inspirations		\$ 200.00	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/4/17	Community Impact		\$ 1,140.00	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/4/17	Hatcreek Marketing, Inc.		\$ 250.00	Marketing & Advertising	Print Media	ArtFest	4/7/17
4/4/17	Peerless Events		\$ 3,015.86	Events	Social Online	None	4/7/17
4/4/17	Peerless Events		\$ 2,578.44	Events	ArtFest (April)	ArtFest	4/7/17
4/4/17	Plano Magazine		\$ 950.00	Marketing & Advertising	Print Media	ArtFest	4/7/17
4/4/17	Plano Magazine		\$ 299.00	Marketing & Advertising	Print Media	ArtFest	4/7/17
4/4/17	Rebel Riot		\$ 3,300.00	Marketing & Advertising	Print Media	ArtFest	4/7/17
4/4/17	Scheffield Creative		\$ 1,800.00	Marketing & Advertising	Advertising and Printing	None	4/7/17
4/4/17	Voom Group		\$ 100.00	Marketing & Advertising	Social Media Campaigns	Chips Event	4/7/17
4/4/17	Voom Group		\$ 112.58	Marketing & Advertising	Advertising and Printing	Chips Event	4/7/17
4/4/17	Voom Group		\$ 247.89	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/4/17	Eric Raines		\$ 600.00	Marketing & Advertising	Advertising and Printing	ArtFest	4/7/17
4/11/17	Plano Magazine		\$ 1,253.00	Marketing & Advertising	Print Media	ArtFest	4/14/17
4/18/17	Loan Star Parking North		\$ 311.76	Safety/Security	Security/Valet	None	4/21/17
4/25/17	Dallas Directory		\$ 1,000.00	Events	SteinFest (October)	SteinFest	4/28/17
4/25/17	Hatcreek Marketing, Inc.		\$ 250.00	Marketing & Advertising	Social Online	None	4/28/17
4/25/17	Imaginaría Creative		\$ 1,500.00	Marketing & Advertising	Advertising and Printing	Night Out	4/28/17
4/25/17	Voom Group		\$ 1,063.02	Marketing & Advertising	Advertising and Printing	A&WW	4/28/17
TOTAL			\$ 25,912.57				
4/28/17	Art is Life Studio		\$ 324.75	Marketing & Advertising	Advertising and Printing	ArtFest	5/5/17
4/28/17	The Voom Group		\$ 321.50	Marketing & Advertising	Advertising and Printing	ArtFest	5/5/17
4/28/17	The Voom Group		\$ 203.51	Marketing & Advertising	Advertising and Printing	ArtFest	5/5/17
5/16/17	A+ Student Staffing, Inc.		\$ 2,700.00	Events	Night Out (June)	Night Out	5/19/17
5/23/17	E.H. Teasley & Co.		\$ 2,862.22	Marketing & Advertising	Advertising and Printing	ArtFest	5/26/17
5/16/17	The Voom Group		\$ 319.34	Marketing & Advertising	Advertising and Printing	ArtFest	5/19/17
5/16/17	Hatcreek Marketing		\$ 250.00	Marketing & Advertising	Social Online	None	5/19/17
5/16/17	Blue Circle Media		\$ 355.00	Events	ArtFest (April)	ArtFest	5/19/17
5/16/17	Blue Circle Media		\$ 3,200.00	Events	ArtFest (April)	ArtFest	5/19/17
5/16/17	B-Weiss Entertainment Group		\$ 2,107.63	Events	ArtFest (April)	ArtFest	5/19/17
TOTAL			\$ 12,643.95				
6/5/17	Blue Circle Media		\$ 1,200.00	Events	Night Out (June)	Night Out	6/9/17
5/26/17	E.H. Teasley		\$ 150.00	Marketing & Advertising	Advertising and Printing	None	6/9/17
6/2/17	Hatcreek Marketing		\$ 250.00	Marketing & Advertising	Social Online	None	6/9/17
5/26/17	Tim Sporic		\$ 100.00	Marketing & Advertising	Social Online	ArtFest	6/9/17
6/9/17	Plano Magazine		\$ 299.00	Marketing & Advertising	Social Online	Movies in the Park	6/16/17
6/9/17	Plano Magazine		\$ 950.00	Marketing & Advertising	Advertising and Printing	Art & Wine Walk	6/16/17
6/9/17	Voom Group		\$ 247.89	Marketing & Advertising	Advertising and Printing	Movies in the Park	6/16/17
6/9/17	Voom Group		\$ 115.83	Marketing & Advertising	Advertising and Printing	Night Out	6/16/17
5/23/17	Rental Stop		\$ 5,626.61	Events	Night Out (June)	Night Out	6/16/17
6/13/17	Rental Stop		\$ 294.44	Events	Night Out (June)	Night Out	6/23/17
6/13/17	Rose Food Service		\$ 1,873.00	Events	Night Out (June)	Night Out	6/23/17
6/13/17	Voom Group		\$ 115.83	Marketing & Advertising	Advertising and Printing	Night Out	6/23/17
6/13/17	Voom Group		\$ 303.10	Marketing & Advertising	Advertising and Printing	ArtFest	6/23/17
6/13/17	Voom Group		\$ 465.48	Marketing & Advertising	Advertising and Printing	Night Out	6/23/17
6/13/17	Voom Group		\$ 350.00	Marketing & Advertising	Advertising and Printing	Night Out	6/23/17
6/13/17	Voom Group		\$ 567.23	Marketing & Advertising	Advertising and Printing	Movies in the Park	6/23/17
6/13/17	Voom Group		\$ 127.74	Marketing & Advertising	Advertising and Printing	Night Out	6/23/17
6/27/17	Blue Circle Media		\$ 800.00	Events	Movies in the Park	Movies in the Park	6/29/17
TOTAL			\$ 13,836.15				
7/26/17	Hatcreek Marketing		\$ 250.00	Marketing & Advertising	Social Online	None	7/28/17
TOTAL			\$ 250.00				
TOTAL			\$ 170,825.69				

PID Actuals vs. Budget

Expense Item	Marketing & Advertising			Events			Beautification/Sanitation			PID Management			Safety/Security			City Administration			TOTAL		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Advertising and Printing	\$ 32,306.83	\$ 17,000.00	\$ 15,306.83	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 32,306.83	\$ 17,000.00	\$ 15,306.83
Print Media	\$ 6,281.00	\$ 14,500.00	\$ (8,219.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,281.00	\$ 14,500.00	\$ (8,219.00)
Social Media Campaigns	\$ 1,900.00	\$ 4,000.00	\$ (2,100.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,900.00	\$ 4,000.00	\$ (2,100.00)
Social online (subscript, web maint.)	\$ 2,149.00	\$ 3,000.00	\$ (851.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,149.00	\$ 3,000.00	\$ (851.00)
Memberships/Subscriptions	\$ -	\$ 1,500.00	\$ (1,500.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ (1,500.00)
Chips Event (March)	\$ -	\$ -	\$ -	\$ 4,957.69	\$ 10,000.00	\$ (5,042.31)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,957.69	\$ 10,000.00	\$ (5,042.31)
ArtFest (April)	\$ -	\$ -	\$ -	\$ 11,256.93	\$ 10,000.00	\$ 1,256.93	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,256.93	\$ 10,000.00	\$ 1,256.93
Night Out (June)	\$ -	\$ -	\$ -	\$ 11,694.05	\$ 10,000.00	\$ 1,694.05	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,694.05	\$ 10,000.00	\$ 1,694.05
Movies in the Park (Summer)	\$ -	\$ -	\$ -	\$ 800.00	\$ 5,000.00	\$ (4,200.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 800.00	\$ 5,000.00	\$ (4,200.00)
SteinFest (October)	\$ -	\$ -	\$ -	\$ 39,168.43	\$ 15,000.00	\$ 24,168.43	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 39,168.43	\$ 15,000.00	\$ 24,168.43
Beautification	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,000.00	\$ (11,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,000.00	\$ (11,000.00)
Executive Director/Asst. Director	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60,000.00	\$ 60,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60,000.00	\$ 60,000.00	\$ -
Security/Valet	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 311.76	\$ 7,500.00	\$ (7,188.24)	\$ -	\$ -	\$ -	\$ 311.76	\$ 7,500.00	\$ (7,188.24)
Safety (Lighting)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ (2,500.00)	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ (2,500.00)
City Administrative	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ (10,000.00)	\$ -	\$ 10,000.00	\$ (10,000.00)
TOTAL PID	\$ 42,636.83	\$ 40,000.00	\$ 2,636.83	\$ 67,877.10	\$ 50,000.00	\$ 17,877.10	\$ -	\$ 11,000.00	\$ (11,000.00)	\$ 60,000.00	\$ 60,000.00	\$ -	\$ 311.76	\$ 10,000.00	\$ (9,688.24)	\$ -	\$ 10,000.00	\$ (10,000.00)	\$ 170,825.69	\$ 181,000.00	\$ (10,174.31)