

Fiscal Year

2011



CITY OF LUFKIN, TEXAS

COMPONENT UNITS

COMPONENT UNITS

ECONOMIC DEVELOPMENT FUND– COMPONENT UNIT

The Economic Development Fund is a discretely presented component unit that accounts for a portion of sales revenues designated for economic development projects.

LUFKIN CONVENTION AND VISITORS BUREAU – COMPONENT UNIT

The Lufkin Convention and Visitor Bureau was formed in 2010 with the primary objective to create maximum hotel occupancy within the city through a marketing program aimed at attracting and securing overnight visitors who will spend money in the Lufkin area.

The governmental fund types are budgeted on a modified accrual basis wherein obligations of the City are budgeted as expenditures but revenues are recognized and recorded when they are available and become measurable.

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CITY OF LUFKIN, TEXAS

Economic Development Corp.

ECONOMIC DEVELOPMENT FUND – COMPONENT UNIT

The Economic Development Fund accounts for a portion of revenues designated for economic development projects. This fund receives its revenue from a portion of the sales taxes collections received by the City and the funds are designated for the economic development and promotion of business within the City.



ECONOMIC DEVELOPMENT FUND

MISSION

The mission of the Economic Development Department is to enhance and diversify the local economy by the creation quality new jobs (at or above the current prevailing wage), as well as attracting new investment to our service area. The department focuses on the industrial, corporate headquarters, call center, and healthcare sectors.

DESCRIPTION OF SERVICES PROVIDED

- Provide Economic Development services to the City of Lufkin and surrounding service area. Economic Development by definition is the creation of jobs and expansion and diversification of the tax base of the community.
- To this end the Economic Development Department will provide services in the following areas: Development of Economic Development program that is competitive and flexible, retention and expansion of local primary job sector companies, recruitment of new primary job sector companies, land acquisition and development, developer relations, strategic and comprehensive planning assistance, marketing of the City of Lufkin and Lufkin area.
- The Economic Development Department will also assist with other types of development

within the service area as applicable in all designated development focus areas.

- The Economic Development Department will work closely with other City departments to ensure Lufkin is proactive and development friendly for the community's long term economic health.

WORK PROGRAM

The Economic Development Department will embark on the following Program of Work in fiscal 2011: focus on the areas of Business Retention and Expansion (BRE) via the implementation of the approved BRE plan, market the City of Lufkin and Angelina County for perspective business recruitment, reply to economic development leads from all sources as appropriate; continue with the pre-development of land owned by the EDC, manage legislative council for the community, assist with grant opportunities as needed for the community, represent the City with local and statewide committees, boards, commissions and liaison with other community stakeholders on behalf of the City of Lufkin. Goals for fiscal 2011: receive the Corp's permit for water management of the Industrial Park, attend at least 2 tradeshow and two trade missions, complete an annual employment survey of all major employers,

Description	2008-2009 Actual	2009-2010 Revised	2010-2011 Budget
Total number of business retention and expansion visits with local industry annually	6	10	12
Total number of recruiting activities attended annually (trade shows, trade missions, prospect visits, special events)	3	6	6
Complete BRE survey during visit 75% of the time	0	75%	75%
Total number of prospect projects worked on annually (leads responded to, RFP's responded to etc.)	60	70	75
Total number of stakeholder communications annually including newsletters, speaking engagements, articles	20	25	24
Follow – up with all qualified contacts from each event within 24 hours after the event 90% of the time	100%	100%	90%

EXPENDITURES	2008-2009 Actual	2009-2010 Approved	2009-2010 Revised	2010-2011 Budget
Personnel Services	125,658	128,090	124,331	125,447
Benefits	41,873	41,580	38,671	41,454
Economic Development Incentives	-	712,500	712,500	887,000
Supplies	10,074	9,000	12,750	9,500
Miscellaneous Services	181,786	236,958	365,184	248,735
Sundry Charges	17,500	17,650	20,000	20,000
Capital Outlay	-	-	51,000	-
TOTAL	376,891	1,145,778	1,324,436	1,332,136
AUTHORIZED POSITIONS	2008-2009 Actual	2009-2010 Approved	2009-2010 Revised	2010-2011 Budget
Director of Economic Development	1	1	1	1
Economic Development Assistant	1	1	1	1
FULL TIME	2	2	2	2
PART TIME	0	0	0	0
TOTAL	2	2	2	2
SIGNIFICANT CHANGES				
Fiscal year 2010 Economic Development incentives increased \$150,000 over fiscal year 2009 original budget due to first year incentive for PG Films.				

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CITY OF LUFKIN, TEXAS

Economic Development / Non-departmental

ECONOMIC DEVELOPMENT FUND

MISSION

Non-Departmental expenditures represent expenditures that are unique in nature, apply to the fund in total, or represent expenditures that apply to all departments.

WORK PROGRAM

Continue providing accurate estimates for items budgeted in this department.

Non-departmental budget includes the following item:

General and Administrative Charges \$8,660

DESCRIPTION OF SERVICES PROVIDED

This is a non-operational department established for the purpose of handling items that apply to the fund as a whole, not to specific individual departments. Items included as expenditures are bad debt expenses, liability and unemployment insurance.

Description	2008-2009 Actual	2009-2010 Revised	2010-2011 Budget	
This is a non operational department and does not have performance measures.				
EXPENDITURES	2008-2009 Actual	2009-2010 Approved	2009-2010 Revised	2010-2011 Budget
Sundry Charges	-	-	6,160	8,660
Debt Service	5,605	27,160	-	-
Transfers	39,959	-	-	-
TOTAL	45,564	27,160	6,160	8,660

AUTHORIZED POSITIONS	2008-2009 Actual	2009-2010 Approved	2009-2010 Revised	2010-2011 Budget
There are no positions assigned to this department.				
FULL TIME				
PART TIME				
TOTAL				



LUFKIN CONVENTION & VISITORS BUREAU FUND

MISSION

The primary objective of the Lufkin Convention and Visitors Bureau (LCVB) is to create maximum hotel occupancy within the city through a marketing program aimed at attracting and securing overnight visitors who will spend money in the Lufkin area.

travel industry activities designed to reach consumers and meeting planners.

- The LCVB will coordinate services for groups which may include any or all of the following: registration assistance, name badges, promotional items, welcome bags, city tours and other activities.

DESCRIPTION OF SERVICES PROVIDED

- The LCVB will promote the city, attract meetings, bring convention and tourism business to the community.
- The LCVB will enhance the growth and development of Lufkin and Angelina County by increasing visitor and convention business.
- The LCVB will contribute to the identity and economic well being of Lufkin.
- The LCVB will take a leadership role with the community and business partners to provide an outstanding visitor experience. We will create and maintain up to date brochures and other materials relative to the hospitality industry.
- The LCVB will participate in trade shows and

WORK PROGRAM

Lufkin Convention and Visitor Bureau will continue the tabletop advertising campaign in addition to utilizing billboards and magazines to get the word out that Lufkin, Texas is a great place to visit in efforts to increase tourism business to the community.

Lufkin Convention and Visitor Bureau will also continue to sponsor events that enhance the tourism industry such as the angling tournaments of the American Lady Anglers and Texas Bass Federation; and recreational activities such as the Pineywoods Purgatory and Neches River Rendezvous that have participation rates from outside the county of 50% or more.

Lufkin Convention and Visitor Bureau will also be actively soliciting convention business and supplying local hotels/motels with visitor's guides and maps of the area attractions.

Description	2008-2009 Actual	2009-2010 Revised	2010-2011 Budget
Total number of events promoted	N/A	N/A	6
Total number of events promoted with greater than 50% participation from outside the county.	N/A	N/A	3
Promote events that have a 50% participation rate from outside the county 75% of the time	N/A	N/A	50%
Total number of advertising campaigns completed within the fiscal year	N/A	N/A	12
Total number of advertising campaigns with a 20% response rate	N/A	N/A	9
Complete advertising campaigns with a 20% response rate 75% of the time	N/A	N/A	75%

EXPENDITURES	2008-2009 Actual	2009-2010 Approved	2009-2010 Revised	2010-2011 Budget
Personnel Services	-	-	61,628	85,410
Benefits	-	-	24,916	31,720
Supplies	-	-	18,000	18,500
Miscellaneous Services	-	-	189,456	179,370
TOTAL	-	-	294,000	315,000
AUTHORIZED POSITIONS	2008-2009 Actual	2009-2010 Approved	2009-2010 Revised	2010-2011 Budget
LCVB Director	0	0	1	1
Office Assistant II	0	0	1	1
FULL TIME	0	0	2	2
PART TIME	0	0	0	0
TOTAL	0	0	2	2

SIGNIFICANT CHANGES

The Lufkin Convention and Visitor Bureau was created in fiscal year 2010 to create maximum hotel occupancy within the City of Lufkin.