



Sanger Economic Development (4B) - Revenue and Expenditure Line Items

Estimated Revenues

- 4B Sales Tax Revenue
 - Primary funding source allocated to economic development.
- Interest Income
 - Earnings from bank deposits or investments of unused funds.

Expenditures

- Salaries and Benefits
Covers personnel-related costs, such as:
 - Wages and salaries
 - Vacation payouts
 - Retirement benefits
 - Health insurance
 - Vehicle and phone allowances
 - Workers' compensation and unemployment insurance
- Department Supplies:
Day-today office needs:
 - Office Supplies: Paper, ink, pens, etc.
 - Food: Refreshments for board meetings or visiting business prospects
 - Postage: Mailing cost for communications and marketing materials
 - Furniture & Fixtures: New or replacement desks, chairs, etc.
- Computer Hardware & Software
Tech support for operations:
 - Hardware: Computer, printers, accessories
 - Software: Licensing, web hosting, and technical support for digital tools and the website
- Advertising & Marketing
Limited to 10% of 4A tax revenue
 - Ads for specific publications (DRC Relocation Guide, DRC Economic Development Guide, Go Big Texas, RED Journals Economic Guide)
 - Trade show materials and sponsorships
 - Promotional item.
 - Legal/public notices
 - Marketing campaigns targeting business recruitment
 - ICSC
 - Team Texas

- Texas ED connections
 - Others.
- Staff Training & Development
Professional growth and outreach:
 - Membership Dues: Participation in economic development and real estate organization
 - International Council of Shopping Centers (ICSC)
 - Dallas Chamber
 - Texas Economic Development Council (TEDC)
 - Southern Economic Development Councils (SBEDC)
 - Team Texas
 - International Economic Development Council (IEDC)
 - Industrial Asset Management Council (IAMC)
 - Sanger Chamber
 - Denton Chamber
 - Zoom Prospector
 - Placer.ai
 - REsimplifi
 - Conferences: Attendance at state, regional, and national events
 - Texas Economic Development Council (TEDC)
 - International Economic Development Council (IEDC)
 - Southern Economic Development Council (SBEDC)
 - Society of Industrial and Office Realtors (SIOR)
 - Industrial Asset Management Council (IAMC)
 - Denton County Days
 - Travel: Related lodging, airfare, and meals for staff or businesses. This item also includes prospect hosting, such as cost of travel, rental car, lodging, food, and entertainment.
- Repairs & Maintenance
 - Repair and maintenance to office building
- Lease Equipment
 - Copier and Printer lease expenses
- Contract/Professional Service
Expert help for special projects:
 - Strategic planning
 - Engineering and utility studies
 - Demographic research and marketing analysis
 - Surveys and custom reports (Marketing analysis, trade area, and demographic reports, Survey Monkey, maps, and charts, current demographics, and projections needed for brokers and developers)
 - Retail Recruitment
- Outside Legal Services
 - Legal consultation services, research, opinions, agreements, etc.
- Technical Services
 - IT support for the office network and systems

- Promo/Community Event Grant
 - Grant for events that promote community engagement
- Property Enhancement Incentive Program
 - Matching grant program
- Porter Park East Project
 - Porter and Miracle League Field Project