



## **Sanger Industrial Development (4A) - Revenue and Expenditure Line Items**

### **Estimated Revenues**

1. 4A Sales Tax Revenue
  - Primary funding source allocated to economic development.
2. Interest Income
  - Earnings from bank deposits or investments of unused funds.

### **Expenditures**

1. 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
2. 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.
3. Computer Hardware & Software

Tech support for operations:

  - Hardware: Computer, printers, accessories
  - Software: Licensing, web hosting, and technical support for digital tools and the website
4. 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.

5. Business Retention Expansion

Efforts to support existing businesses:

- Workshops
- Newsletters
- Recognition awards
- Surveys
- Networking lunches and events (business roundtables)

6. 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.

7. Repairs & Maintenance

- Repair and maintenance to office building

8. Lease Equipment

- Copier and Printer lease expenses

9. 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)

10. Outside Legal Services

- Legal consultation services, research, opinions, agreements, etc.

11. Technical Services

- IT support for the office network and systems

12. Grant Expenses

- Workforce Grants: Funding to support local workforce initiatives or training programs