



# Town of Belleair

901 Ponce de Leon Blvd.  
Belleair, FL 33756

## Meeting Agenda Town Commission

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Tuesday, August 1, 2017

6:00 PM

Town Hall

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**Welcome. We are glad to have you join us. If you wish to speak, please wait to be recognized, then step to the podium and state your name and address. We also ask that you please turn-off all cell phones.**

### **PLEDGE OF ALLEGIANCE**

### **COMMISSIONER ROLL CALL**

### **SCHEDULED PUBLIC HEARINGS**

Persons are advised that, if they decide to appeal any decision made at this meeting/hearing, they will need a record of the proceedings, and, for such purposes, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

### **CITIZENS COMMENTS**

(Discussion of items not on the agenda. Each speaker will be allowed 3 minutes to speak.)

### **CONSENT AGENDA**

[17-0170](#) Approval of July 18, 2017 Regular Meeting Minutes

Attachments: [RM 07-18-2017](#)

### **GENERAL AGENDA**

[17-0157](#) Resolution 2017-15: Amending the Budget

Attachments: [2017-15 8.1.2017 Budget Amendment](#)

[17-0156](#) Setting of the Maximum Millage Preliminary Rate

Attachments: [7.28.17 Exp 1718](#)

[7.28.17 Rev 1718](#)

[DR420-MMP](#)

[Working CIP 1718 For Budget.pdf](#)

[17-0171](#) Consideration of ABM Letter of Intent

Attachments: [Letter of Intent - 2017-07.21](#)

[17-0166](#) Communications Policy and Plan Drafts Review

Attachments: [COMMUNICATIONS POLICY DRAFT](#)  
[COMMUNICATIONS PLAN DRAFT](#)

## **TOWN MANAGER'S REPORT**

## **TOWN ATTORNEY'S REPORT**

## **MAYOR AND COMMISSIONERS' REPORT/BOARD AND COMMITTEE REPORTS**

## **OTHER BUSINESS**

## **ADJOURNMENT**

ANY PERSON WITH A DISABILITY REQUIRING REASONABLE ACCOMMODATIONS IN ORDER TO PARTICIPATE IN THIS MEETING, SHOULD CALL (727) 588-3769 OR FAX A WRITTEN REQUEST TO (727) 588-3767.



## Legislation Details (With Text)

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**File #:** 17-0170      **Version:** 1      **Name:**  
**Type:** Minutes      **Status:** Minutes Approval  
**File created:** 7/24/2017      **In control:** Town Commission  
**On agenda:** 8/1/2017      **Final action:**  
**Title:** Approval of July 18, 2017 Regular Meeting Minutes  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [RM 07-18-2017](#)

Date	Ver.	Action By	Action	Result
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# Meeting Minutes

## Town Commission

**Tuesday, July 18, 2017**

**6:00 PM**

## Town Hall

**Welcome. We are glad to have you join us. If you wish to speak, please wait to be recognized, then step to the podium and state your name and address. We also ask that you please turn-off all cell phones.**

Meeting called to order at 6:01 PM with Mayor Gary H. Katica presiding.

## PLEDGE OF ALLEGIANCE

## COMMISSIONER ROLL CALL

**Present:** 4 - Mayor Gary H. Katica  
Deputy Mayor Karla Rettstatt  
Commissioner Tom Shelly  
Commissioner Tom Kurey

**Absent:** 1 - Commissioner Michael Wilkinson

## SCHEDULED PUBLIC HEARINGS

Persons are advised that, if they decide to appeal any decision made at this meeting/hearing, they will need a record of the proceedings, and, for such purposes, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

17-0041

## Second Reading of Ordinance 510 - Coastal Management - Comprehensive Plan Amendment

JP Murphy-Town Manager-Read into record by title only.

Luis Serna-Calvin, Giordano & Associates-Provided brief overview regarding transmittal to state; recommended adoption.

**Commissioner Shelly moved approval of Ordinance 510, Coastal Management, Comprehensive Plan on second reading; seconded by Deputy Mayor Rettstatt.&nbsp;**

**Aye:** 4 - Mayor Katica, Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Absent:** 1 - Commissioner Wilkinson

## 17-0043

## Second Reading of Ordinance 511 - Mobility Management - Comprehensive Plan Amendment

Mr. Murphy read into record by title only; Mr. Serna recommended adoption.

**Deputy Mayor Rettstatt moved approval of second reading of Ordinance 511, Mobility Management, Comprehensive Plan Amendment; seconded by Commissioner Shelly.**

**Aye:** 4 - Mayor Katica, Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Absent:** 1 - Commissioner Wilkinson

[17-0093](#) Second Reading of Ordinance 512 - Mobility Management - Land Development Code

Mr. Murphy read into record by title only; Mr. Serna had no additional comments.

**Commissioner Shelly moved approval of Ordinance 512 on second reading; seconded by Commissioner Kurey.**

**Aye:** 4 - Mayor Katica, Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Absent:** 1 - Commissioner Wilkinson

[17-0158](#) First Reading of Ordinance 515 - Advanced Wireless Communications Infrastructure

Mr. Murphy read into record by title only; provided comments on HB 687; discussed collocation versus new pole installation; detailed equipment and provided photos.

Dan Hartshorne-Resident-Asked questions relating to equipment locations.

David Ottinger-Town Attorney-Noted law preempts regulations regarding collocation; town can place reasonable restrictions on new poles relating to placement, design and size.

Nancy Hartshorne-Resident-Questioned current number of poles available for collocation.

Lil Cromer-Resident-Questioned why equipment must be on poles; commented on limit on dollar amount.

Mayor Katica commented on concerns with radiation.

Brief discussion ensued regarding ability to deny; providing as many restrictions as possible; permitting process required.

Mr. Hartshorne spoke on effects to property values; making process difficult.

Mr. Murphy stated staff is working on identifying sites with the least amount of impact and offering incentives; will meet with Pinellas County; design and shielding standards to be addressed in ordinance for second reading.

**Commissioner Shelly moved approval of Ordinance 515 on first reading; seconded by Deputy Mayor Rettstatt.**

**Aye:** 3 - Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Nay:** 1 - Mayor Katica

**Absent:** 1 - Commissioner Wilkinson

**CITIZENS COMMENTS**

(Discussion of items not on the agenda. Each speaker will be allowed 3 minutes to speak.)

Ms. Hartshorne-Requested clarification on the vote (Ord 515); Mr. Murphy provided response.

**CONSENT AGENDA****17-0150** Approval of June 20, 2017 Regular Meeting Minutes

**Commissioner Shelly moved approval of the consent agenda; seconded by Deputy Mayor Rettstatt.**

**Aye:** 4 - Mayor Katica, Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Absent:** 1 - Commissioner Wilkinson

**GENERAL AGENDA****17-0153** Pinellas County Sheriff Office and Town of Belleair Annual Agreement Contract

Mr. Murphy briefly discussed contract; annual agreement with the sheriff's department for services.

Commissioner Shelly noted increase of \$1,328.00 from last year; total cost is \$23,740.00.

**Commissioner Shelly moved approval of the Pinellas County Sheriff's Office contract; seconded by Deputy Mayor Rettstatt.**

**Aye:** 4 - Mayor Katica, Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Absent:** 1 - Commissioner Wilkinson

**17-0155** Consideration of Interlocal Agreement for Street Sweeping Services with the City of Largo.

Mr. Murphy stated contract is a renewal of current agreement with Largo; recommends approval.

Brief discussion regarding notification to residents when street sweeping is to occur.

**Commissioner Shelly moved approval of the interlocal agreement with the City of Largo to provide street sweeping services; seconded by Commissioner Kurey.**

**Aye:** 4 - Mayor Katica, Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Absent:** 1 - Commissioner Wilkinson

**TOWN MANAGER'S REPORT**

Mr. Murphy stated the town recieved a \$50,000.00 grant to conduct a historical survey; seeking consensus to get started; Commission in agreement to begin now.

Provided brief update on Harold's Lake.

**TOWN ATTORNEY'S REPORT**

Mr. Ottinger commented on dispute with Bayview/Manatee project contractor; settlement reached.

**MAYOR AND COMMISSIONERS' REPORT/BOARD AND COMMITTEE REPORTS**

Deputy Mayor Rettstatt-Planning and Zoning Board met and discussed real estate signage but voted against any changes.

Mr. Murphy provided further details; seeking Commission input if they wish to move forward; Commission consensus to add to a future agenda upon receipt of report from board Chairman.

Deputy Mayor also commented on upcoming Boogie for Belleair; fire department practicing on golf course building prior to demolition.

Mayor Katica-Nothing to report.

Commissioner Shelly-Will not be in attendance at the first August meeting; Park and Tree board did not meet.

Commissioner Kurey-Commented on good feedback from infrastructure letter sent to residents.

Commissioner Wilkinson-Not in attendance.

**OTHER BUSINESS**

No other business.

**ADJOURNMENT**

No further business; meeting adjourned in due form at 6:47 PM.

**Commissioner Shelly moved to adjorn; seconded by Deputy Mayor Rettstatt.**

**Aye:** 4 - Mayor Katica, Deputy Mayor Rettstatt, Commissioner Shelly, and Commissioner Kurey

**Absent:** 1 - Commissioner Wilkinson

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**TOWN CLERK**

**APPROVED:**

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**MAYOR**





## Legislation Details (With Text)

**File #:** 17-0157      **Version:** 1      **Name:**  
**Type:** Resolution      **Status:** Agenda Ready  
**File created:** 7/7/2017      **In control:** Town Commission  
**On agenda:** 8/1/2017      **Final action:**  
**Title:** Resolution 2017-15: Amending the Budget  
**Sponsors:** JP Murphy  
**Indexes:**  
**Code sections:**  
**Attachments:** [2017-15 8.1.2017 Budget Amendment](#)

Date	Ver.	Action By	Action	Result
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### Summary

To: Mayor Gary H. Katica, Commissioners  
From: Stefan Massol, Support Services Director  
Date: 8/1/2017

### Subject:

Resolution 2017-15: Amending the Budget

### Summary:

Staff is requesting approval of the attached budget amendment for Fiscal Year 2016-2017. The request records reserves transfers due to personnel changes, dissolution of the Golf Fund, and postponement of a vehicle purchase from the prior fiscal year.

**Previous Commission Action:** The Commission previously approved three other budget amendments for FY16-17.

**Background/Problem Discussion:** There were several retirements this year from the Town of Belleair that cumulatively resulted in accrued leave payouts of \$71,400. These amounts are recorded as long-term liabilities and historically are funded from reserves. Personnel overages in Police and Parks & Recreation are a result of backfilling of personnel reassigned to light-duty and merit increases.

Staff is requesting the usage of balance from the Tree Fund to perform tree plantings around the tennis courts and medians throughout town.

The Golf Fund is to be dissolved as golf operations have ceased for the Town of Belleair. Staff is requesting that \$800,000 of fund balance be returned to the General Fund, an offset of related professional services costs (\$44,750), and the remaining \$3,863,614 of proceeds be transferred to the Capital Projects Fund. Staff expects to invest the dollars for the time being, pursuant to the town's investment policy.

Lastly, staff requests an increase in the Water Fund for vehicle purchases. An F250 purchase was budgeted in FY 2015-16, however the town did not receive the vehicle until the current fiscal year.

**Financial Implications:** Savings have been identified to offset added insurance costs. Additional savings in the range of \$38,000 have been identified preliminarily by staff, however the savings identified may have service-level effects that require further consideration. Currently there is an added \$39,100 to be transferred from prior-year reserves to offset the remaining costs in General Fund. The Town Manager is has identified current year savings that may be able to defray any reserve expenditures from occurring by the end of the year.

**Recommendation:** I recommend approval.

**Proposed Motion:** I move approval/denial of Resolution 2017-15: Amending the Budget as attached.

**RESOLUTION NO. 2017-15**

**A RESOLUTION OF THE TOWN OF BELLEAIR, FLORIDA,  
AMENDING THE BUDGET FOR THE FISCAL YEAR BEGINNING  
OCTOBER 1, 2016 AND ENDING SEPTEMBER 30, 2017 FOR  
CARRYING ON THE GOVERNMENT OF THE TOWN.**

**WHEREAS**, the town commission of the Town of Belleair, Florida, passed Resolution No. 2016-20 adopting the budget for fiscal year beginning October 1, 2016 and ending September 30, 2017, for carrying on the government of the town; and

**WHEREAS**, it is the desire of the town commission to amend the budget for fiscal year 2016-2017 to provide sufficient funding for the proposed expenditures and revenues; and

**WHEREAS**, unanticipated expenditures related to the retirement of personnel are generally funded from assigned reserves; and

**WHEREAS**, additional revenue was received for the dissolution of the Golf Fund and a portion of excess funds will be allocated to expenses related to the sale of the Belleview Biltmore Golf Club; and

**WHEREAS**, the Town of Belleair is committed to the replanting of trees; and

**WHEREAS**, Staff has identified some areas of savings to be examined as the end of the fiscal year approaches.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF  
THE TOWN OF BELLEAIR, FLORIDA:**

1. That the Fiscal year 2016-2017 budget be amended as displayed on Attachment A.

**PASSED AND ADOPTED BY THE TOWN COMMISSION OF THE TOWN OF  
BELLEAIR, FLORIDA, this 1<sup>st</sup> day of AUGUST, A.D., 2017.**

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**Mayor**

**ATTEST:**

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**Town Clerk**

## Attachment A

General Fund Operating					
Expenditures					
Account	Dept	Desc	Additional Amount	Current Budget	Final Amended Amount
1-513100-51100	Administration	Executive Salaries	\$ 3,000.00	\$ 6,600.00	\$ 9,600.00
1-513100-51200	Administration	Salaries	\$ 25,000.00	\$ 339,200.00	\$ 364,200.00
1-513100-51201	Administration	PT Salaries	\$ 7,100.00	\$ -	\$ 7,100.00
1-513100-52100	Administration	FICA	\$ 1,800.00	\$ 25,950.00	\$ 27,750.00
1-519000-53153	Support Services	Copies	\$ 500.00	\$ -	\$ 500.00
1-519000-54510	Support Services	INS.GEN.LIAB.	\$ 9,500.00		
1-521000-51200	Police	Salaries	\$ 52,600.00	\$ 789,900.00	\$ 842,500.00
1-521000-52100	Police	FICA	\$ 7,000.00	\$ 66,200.00	\$ 73,200.00
1-572200-54686	Parks & Recreation	HOLIDAY LIGHTING	\$ (500.00)		
1-572200-55234	Parks & Recreation	SPECIAL EVENTS	\$ (9,000.00)		
1-572200-51200	Parks & Recreation	Salaries	\$ 26,000.00	\$ 403,800.00	\$ 429,800.00
1-572200-52100	Parks & Recreation	FICA	\$ 2,000.00	\$ 38,400.00	\$ 40,400.00
			\$ 125,000.00		
Revenues					
1-369000-		Revenue-Copies	\$ 500.00	\$ 27,000.00	\$ 27,500.00
1-385005-		401k forfeitures	\$ 14,000.00	\$ -	\$ 14,000.00
1-381000-		RESERVES (PRIOR YEARS)-Accrued Leave Payouts	\$ 71,400.00	\$ -	\$ 71,400.00
1-381000-		RESERVES (PRIOR YEARS)	\$ 39,100.00	\$ 97,750.00	\$ 136,850.00
			\$ 125,000.00		
Tree Fund Planting					
CAPITAL PROJECTS FUND					
305-541600-54683	Capital Projects	PARK IMPROVEMENTS	\$ 15,000.00	\$ 25,000.00	\$ 40,000.00
305-381406-	Capital Projects	TRANSFER FROM 113 (TREE FUND)	\$ 15,000.00	\$ -	\$ 15,000.00
TREE FUND					
113-541600-58114	Tree Fund	TRANSFER TO 305	\$ 15,000.00	\$ -	\$ 15,000.00
113-381000-		RESERVES (PRIOR YEARS)	\$ 15,000.00	\$ -	\$ 15,000.00
Golf Fund Proceeds / Dissolution of Golf Fund					
GENERAL FUND					
Expenditures					
1-519000-53200	Support Services	ACCTG & AUDIT	\$ 4,750.00	\$ 32,000.00	\$ 36,750.00
1-519000-58001	Support Services	TRANSFER OF RESERVES	\$ 800,000.00	\$ -	\$ 800,000.00
1-519000-53110	Support Services	TOWN ATTORNEY	\$ 40,000.00	\$ 84,250.00	\$ 124,250.00
			\$ 844,750.00		
Revenues					
1-381407-		TRANSFER FROM 115 (GOLF FUND)	\$ 844,750.00	\$ 43,000.00	\$ 887,750.00
CAPITAL PROJECTS FUND					
305-541600-58001	Capital Projects	TRANSFER OF RESERVES	\$ 3,863,614.00	\$ -	\$ 3,863,614.00
305-381407-		TRANSFER FROM 115 (GOLF FUND)	\$ 3,863,614.00	\$ 97,000.00	\$ 3,960,614.00
GOLF FUND					
Expenditures					
115-572300-58114	Golf Fund	TRANSFER TO 305	\$ 3,863,614.00	\$ 97,000.00	\$ 3,960,614.00
115-572300-58115	Golf Fund	TRANSFER TO 001	\$ 844,750.00	\$ 43,000.00	\$ 887,750.00
115-572300-58001	Golf Fund	TRANSFER OF RESERVES	\$ (50,000.00)	\$ 50,000.00	\$ -
			\$ 4,658,364.00		
Revenues					
115-347218-		GOLF PROCEEDS	\$ 3,760,904.00	\$ 190,000.00	\$ 3,950,904.00
115-381000-		RESERVES (PRIOR YEARS)	\$ 897,460.00	\$ -	\$ 897,460.00
			\$ 4,658,364.00		
Water Fund - Vehicles					
401-533000-56402	Water	CARS	\$ 39,800.00	\$ 22,000.00	\$ 61,800.00
401-381000-		RESERVES (PRIOR YEARS)	\$ 39,800.00	\$ -	\$ 39,800.00



## Legislation Details (With Text)

**File #:** 17-0156      **Version:** 2      **Name:**  
**Type:** Action Item      **Status:** Agenda Ready  
**File created:** 7/7/2017      **In control:** Town Commission  
**On agenda:** 8/1/2017      **Final action:**  
**Title:** Setting of the Maximum Millage Preliminary Rate  
**Sponsors:** JP Murphy  
**Indexes:**  
**Code sections:**  
**Attachments:** [7.28.17 Exp 1718](#)  
[7.28.17 Rev 1718](#)  
[DR420-MMP](#)  
[Working CIP 1718 For Budget.pdf](#)

Date	Ver.	Action By	Action	Result
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### Summary

To: Mayor and Commissioners  
From: JP Murphy, Town Manager  
Date: 7/27/2017

**Subject:**  
Setting of the Maximum Millage Preliminary Rate

### Summary:

As part of the Truth in Millage Process, local taxing authorities must set and notify the tax collector of, the Maximum Millage Preliminary (MMP) Rate to be levied for collection of Ad Valorem Property Tax. The final millage rate shall not exceed the previously set maximum millage rate. The Commission may set a final rate equal to, or less than the MMP. The fiscal year 2016-17 millage is 5.9257: 4.9427 to the General Fund, and 0.9830 to the Infrastructure Fund (CIP). Staff is recommending retaining the same millage rate for fiscal year 2017-2018. The rates used for the attached draft budget are 4.9813 to the General Fund, and 0.9444 to the Capital Projects Fund.

**Previous Commission Action:** The Commission must set a maximum millage rate to be published on the TRIM notices pursuant to F.S. 200.065(5)

**Background/Problem Discussion:** The General Fund Budget is firming up with current projections using the current rate of 5.9257. At this point, there is a \$15,000 dollar surplus, though the budget isn't finalized. The current budget maintains the same service levels as the prior year, as well as the same staffing levels. The current proposal does not include any salary enhancements for general employees. I am working on several scenarios for the Commission to consider at the next meeting. A working General Fund Draft is included as well as a CIP schedule which mimics the Plan 2 (Priority CIP) schedule that was previously approved. Below is a schedule with the comparison of changes in values and proceeds from year to year as well as rolled back rate calculations.

Year	Total Taxable Values	95% Levy Value	Millage Rate	Ad Valorem Proceeds	General Fund	CIP
2016	670,528,380	637,001,961	5.9257	\$ 3,774,683	\$ 3,148,509.59	\$626,172.9
*2017	713,138,935	684,613,373	5.9257	\$ 4,056,813	\$ 3,410,264.62	\$646,548.8
Increase/(Decrease)	42,610,555	47,611,416.60	0.00	\$ 282,130.97	\$ 261,755.03	\$ 20,375.9
	6.35%					
	*2017 Levy at 96%					

		Rolled Back Rate Calculations	
Prior Year Proceeds	Current Year RBR	Proposed Proceeds	Increase/(Decrease) as % Change of RBR
\$ 3,973,350	5.5969	\$ 4,225,847	5.87

I will provide commentary regarding departmental changes at the meeting. We will workshop the budget at the August 15<sup>th</sup> meeting.

#### Expenditure Challenges N/A

**Financial Implications:** In its present form the FY 2017-18 General Fund budget maintains a \$15,000 surplus, however staff is continuing to develop estimates for next year.

**Recommendation:** Setting the maximum millage rate at 5.9257 for fiscal year 2017-18.

**Proposed Motion** I move to set the maximum millage preliminary rate for FY 2017-18 as 5.9257 mills.

Account	Object	13-14	14-15	15-16	16-17	Current Budget 16-17	% Exp. 16-17	Prelim. Budget 17-18	Budget Changes 17-18	Final Budget 17-18	% Old Budget 17-18
1 GENERAL FUND											
513100	ADMINISTRATION		1,086	9,314	7,600	6,600	115%	9,600		9,600	145%
51100	SALARIES:EXEC.		148,532	273,410	294,518	339,200	87%	323,250		323,250	95%
51200	SALARIES	124,836			7,097	0	***%			0	0%
51201	PT SALARIES	121			1,432	2,204	65%			0	0%
51210	Unused Medical			807							
51500	SICK LEAVE	6,003	3,375	10,688		10,235	0%	10,250		10,250	100%
52100	FICA	9,827	10,905	21,876	22,545	25,950	87%	25,500		25,500	98%
52200	RETIREMENT-401K GENERAL P	11,699	13,672	21,522	23,692	30,550	78%	29,100		29,100	95%
52300	LIFE/HOSP. INS.	15,731	21,910	43,386	39,963	47,100	85%	55,600		55,600	118%
52301	MEDICAL BENEFIT	1,530	2,066	4,178	2,424	3,797	64%	6,000		6,000	158%
54000	TRAV & PER DIEM	7,202	22,415	18,659	22,477	24,300	92%	19,800		19,800	81%
54100	TELEPHONE	2,511	2,809	3,564	2,233	4,400	51%	4,400		4,400	100%
54200	POSTAGE			1,828	666	1,600	42%	1,600		1,600	100%
54620	MAIN. - VEHICLE	129	794		1,705	1,750	97%	1,000		1,000	57%
54700	ORDINANCE CODES		2,775	1,184	3,296	3,300	100%	3,000		3,000	91%
54930	ADVERTISING		500	3,188	4,830	7,500	64%	3,500		3,500	47%
54940	FILING FEES		318	489	272	1,500	18%	1,250		1,250	83%
55100	OFFICE SUPPLIES		199	2,281	972	2,250	43%	3,100		3,100	138%
55101	BOARDS EXPENSES		812	3,892	1,283	5,000	26%	5,000		5,000	100%
55210	OPERATING SUPPL	1,112	1,980	3,720	2,284	2,300	99%	2,500		2,500	109%
55222	RECORDS MGMT.-FEES		787	2,498	10,674	12,350	86%	3,000		3,000	24%
55240	UNIFORMS	60	89	139	308	650	47%	650		650	100%
55260	PROTECT. CLOTH.				140	250	56%	250		250	100%
55290	ELECTIONS			1,996		0	0%	5,000		5,000	***%
55410	MEMBERSHIPS	5,067	7,584	10,995	7,285	8,800	83%	10,800		10,800	123%
55420	TRAINING, AIDS	3,823	21,707	25,091	11,882	17,000	70%	19,500		19,500	115%
56402	CARS			27,614		0	0%			0	0%
56405	COMPUTER SYSTEM		4,325		4,084	4,265	96%				
57001	VEHICLE DEBT SERVICE			2,938	5,900	5,900	100%	5,900		5,900	100%
57900	ARCHIVES		38	137	204	400	51%	400		400	100%
58101	CAPITAL PURCH.	9,917				0	0%			0	0%
58102	TRANSFER TO 301	6,000	6,000			0	0%			0	0%
Account:		205,568	274,678	495,394	479,766	569,151	84%	549,950	0	549,950	97%
513300 TOWN CLERK'S DEPT.											
51100	SALARIES:EXEC.		4,800			0	0%			0	0%
51200	SALARIES	128,129	91,720			0	0%			0	0%
51500	SICK LEAVE	5,019				0	0%			0	0%
52100	FICA	10,122	7,349			0	0%			0	0%
52200	RETIREMENT-401K GENERAL P	11,983	8,255			0	0%			0	0%
52300	LIFE/HOSP. INS.	24,409	13,657			0	0%			0	0%
52301	MEDICAL BENEFIT	1,425	788			0	0%			0	0%
53151	PROF. SERVICES		2,263			0	0%			0	0%
54000	TRAV & PER DIEM	735	144			0	0%			0	0%
54100	TELEPHONE	212	766			0	0%			0	0%
54200	POSTAGE	925	777			0	0%			0	0%

TOWN OF BELLEAIR  
Expenditure Budget Report -- MultiYear Actuals  
For the Year: 2017 - 2018

Account Object	13-14	14-15	15-16	16-17	Current Budget 16-17	% Exp. 16-17	Prelim. Budget 17-18	Budget Changes 17-18	Final Budget 17-18	% Old Budget 17-18
54670 MAINT. - EQUIP	138				0	0%				0%
54700 ORDINANCE CODES	4,488	9,211			0	0%				0%
54930 ADVERTISING	6,363	11,461			0	0%				0%
54940 FILING FEES	1,265	1,227			0	0%				0%
55100 OFFICE SUPPLIES	1,399	399			0	0%				0%
55101 BOARDS EXPENSES	12,629	6,129			0	0%				0%
55210 OPERATING SUPPL	2,337	1,705			0	0%				0%
55222 RECORDS MGMT. -FEES	2,358	1,231			0	0%				0%
55290 ELECTIONS		4,707			0	0%				0%
55410 MEMBERSHIPS	230	155			0	0%				0%
55420 TRAINING, AIDS	945	85			0	0%				0%
56405 COMPUTER SYSTEM		28,134			0	0%				0%
57900 ARCHIVES	114				0	0%				0%
Account:	215,225	194,963			0	***%		0		0%
515000 BUILDING DEPT.										
51200 SALARIES	40,544	41,145	40,469	33,601	42,150	80%	42,200		42,200	100%
51400 OVERTIME	262		59	357	0	***%				0%
51500 SICK LEAVE	1,478	1,735	1,281		1,750	0%	1,750		1,750	100%
52100 FICA	3,177	3,187	3,109	2,541	3,250	78%	3,250		3,250	100%
52200 RETIREMENT-401K GENERAL P	3,806	3,859	3,763	3,056	3,800	80%	3,800		3,800	100%
52300 LIFE/HOSP. INS.	6,741	7,476	8,023	6,859	8,350	82%	8,750		8,750	105%
52301 MEDICAL BENEFIT	1,154	1,204	1,182	975	1,200	81%	1,200		1,200	100%
53160 CONTRAC. LABOR	105,649	80,824	70,700	74,295	80,000	93%	87,360		87,360	109%
54100 TELEPHONE	306	10	9	4	250	2%	250		250	100%
54670 MAINT. - EQUIP	2,306	208	200	424	500	85%	500		500	100%
55100 OFFICE SUPPLIES	399	360	276	246	300	82%	500		500	167%
55210 OPERATING SUPPL	352	4,886	196	206	500	41%	500		500	100%
55240 UNIFORMS	154	265		127	200	64%	200		200	100%
55420 TRAINING, AIDS	289				0	0%				0%
56405 COMPUTER SYSTEM		1,103	298		0	0%				0%
58102 TRANSFER TO 301			4,706		0	0%				0%
Account:	166,617	146,262	134,271	122,691	142,250	86%	150,260	0	150,260	106%
519000 SUPPORT SERVICES										
51200 SALARIES	353,296	355,190	306,410	254,762	342,800	74%	439,050		439,050	128%
51210 Unused Medical	691	486	875	1,645	1,795	92%				0%
51400 OVERTIME	1,567	270	111	328	1,000	33%	1,500		1,500	150%
51500 SICK LEAVE	15,240	11,279	9,895		7,350	0%	8,350		8,350	114%
52100 FICA	28,179	28,041	24,139	19,540	26,250	74%	33,600		33,600	128%
52200 RETIREMENT-401K GENERAL P	33,247	33,175	28,556	21,303	30,850	69%	39,500		39,500	128%
52300 LIFE/HOSP. INS.	56,329	63,554	58,105	50,781	62,950	81%	78,650		78,650	125%
52301 MEDICAL BENEFIT	6,958	6,748	5,662	4,684	4,805	97%	10,800		10,800	225%
53100 PHYSICAL EXAMS	38		5,063	455	500	91%	500		500	100%
53110 TOWN ATTORNEY	128,268	191,595	73,623	102,186	84,250	121%	75,750		75,750	90%
53151 PROF. SERVICES	81,213	16,390	771		0	0%				0%
53152 FIRE SERVICES	480,155	490,286	487,540	559,000	559,000	100%	586,950		586,950	105%
53153 COPIES	16,289	458	38	110	0	***%				0%
53155 COMMUNITY DEVELOPMENT SER	35,813			1,000	1,000	100%	40,000		40,000	4000%



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53200 ACCTG. & AUDIT.	32,189	41,488	38,828	18,300	32,000	57%	35,000		35,000	109%
54000 TRAV & PER DIEM	5,911	218			0	0%			0	0%
54100 TELEPHONE	9,095	12,966	12,737	8,672	12,100	72%	13,500		13,500	112%
54200 POSTAGE	6,299	3,714	6,885	2,211	3,500	63%	3,500		3,500	100%
54212 INSURANCE-OPEB		2,958	20,475		20,500	0%			0	0%
54300 ELECTRICITY	24,413	22,175	19,425	16,735	21,250	79%	20,500		20,500	96%
54301 WATER					6,400	0%	6,400		6,400	100%
54302 SANITATION					6,900	0%	6,900		6,900	100%
54303 SEWER					1,000	0%	1,000		1,000	100%
54401 EQUIP LEASING	2,229	914	3,295	13,312	18,100	74%	18,100		18,100	100%
54510 INS. GEN. LIAB.	183,543	215,758	218,215	234,810	226,150	104%	243,458		243,458	108%
54620 MAIN. - VEHICLE	3,189	920	2,541	1,902	2,000	95%	2,000		2,000	100%
54630 MAINT.-BLDG.	53	271			0	0%	41,000		41,000	****%
54670 MAINT. - EQUIP	10,103	11,271	11,127		0	0%			0	0%
54901 CLAIMS/SETTLEMENTS		721			0	0%			0	0%
54905 AHLF PROPERTY	19,253	22,668	24,612	26,272	26,700	98%	26,175		26,175	98%
54930 ADVERTISING	3,538	1,836	1,577		2,000	0%	2,000		2,000	100%
54950 EMPLOY RELATION	6,946	10,746	8,487	8,151	8,500	96%	8,500		8,500	100%
55100 OFFICE SUPPLIES	3,441	3,402	3,070	2,921	4,500	65%	4,500		4,500	100%
55210 OPERATING SUPPL	23,282	25,796	9,084	10,061	16,100	62%	16,100		16,100	100%
55215 PLANNING & ZON.	41,585	31,366	54,068	25,428	30,100	84%	10,000		10,000	33%
55220 GASOLINE & OIL	101,907	48,756	33,579	34,228	46,500	74%	43,200		43,200	93%
55221 TOOLS		38	648	246	250	98%	650		650	260%
55235 REFUND EXP		9,475			0	0%			0	0%
55240 UNIFORMS	489	522		65	700	9%	1,200		1,200	171%
55250 CLEANING SPLIES				12	0	0%	4,500		4,500	****%
55260 PROTECT. CLOTH.					0	0%		450	450	****%
55410 MEMBERSHIPS	3,020	263			0	0%			0	0%
55420 TRAINING, AIDS	5,189	45			0	0%			0	0%
56402 CARS			500		0	0%			0	0%
56405 COMPUTER SYSTEM	43,940	132,716	154,334	166,165	165,000	101%	169,000		169,000	102%
57001 VEHICLE DEBT SERVICE			4,177	7,993	8,000	100%	8,000		8,000	100%
57100 LIBRARY	15,540	14,300	14,340	10,400	15,000	69%	15,000		15,000	100%
58001 TRANSFER OF RESERVES		7,285			0	0%			0	0%
58101 CAPITAL PURCH.			64,804		18,900	0%			0	0%
58102 TRANSFER TO 301	19,900	17,500	11,900		12,400	0%	12,400		12,400	100%
58113 TRANSFER TO 113 (TREE FUN			4,000		0	0%			0	0%
58114 TRANSFER TO 305					60,000	0%	60,000	-60,000	0	0%
58116 TRANSFER TO 402	10,684				0	0%			0	0%
Account:	1,813,021	1,837,560	1,723,508	1,603,666	1,887,100	85%	2,087,233	-59,550	2,027,683	107%
521000 POLICE										
51000 INCENTIVE PAY	13,565	11,729	12,446	9,915	15,000	66%	13,000		13,000	87%
51200 SALARIES	806,878	776,768	762,777	659,506	789,900	83%	938,230		938,230	119%
51201 PT SALARIES	107,830	134,711	152,341	68,478	75,200	91%	55,200		55,200	73%
51210 Unused Medical	1,702	1,309	1,304	4,562	5,621	81%			0	0%
51400 OVERTIME	11,677	11,960	8,735	13,775	13,000	106%	13,000		13,000	100%
51500 SICK LEAVE	15,020	10,825	10,897		14,300	0%	14,300		14,300	100%
52100 FICA	73,068	72,241	72,409	57,681	66,200	87%	77,000		77,000	116%

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52200 RETIREMENT-401K GENERAL P	13,280	4,816	5,916	4,919	5,850	84%	6,150		6,150	105%
52220 RETIREMENT-POLICE OFFICER	286,041	213,361	147,375		176,150	0%	181,750		181,750	103%
52300 LIFE/HOSP. INS.	82,311	77,410	74,118	60,396	91,450	66%	90,900		90,900	99%
52301 MEDICAL BENEFIT	11,619	13,656	14,103	9,616	9,479	101%	18,000		18,000	190%
52900 CODE ENFORCE.	2,789	2,598	3,553	1,798	5,000	36%	4,000		4,000	80%
53100 PHYSICAL EXAMS	1,038	1,546	559	660	1,000	66%	1,000		1,000	100%
53151 PROF. SERVICES	31,869	25,609	22,296	26,040	26,100	100%	26,100		26,100	100%
54100 TELEPHONE	8,584	5,966	6,859	5,493	7,000	78%	7,000		7,000	100%
54200 POSTAGE	853	292	704	380	800	48%	800		800	100%
54401 EQUIP LEASING	5,300	5,087	5,176	5,159	6,250	83%	6,250		6,250	100%
54510 INS. GEN. LIAB.			-44		0	0%			0	0%
54604 LOT MOWING			150	100	0	***%			0	0%
54620 MAIN. - VEHICLE	20,403	15,391	16,578	3,784	5,000	76%	5,000		5,000	100%
54650 MAINT. - RADIOS	159	4,247	11,144	4,574	4,600	99%	5,000		5,000	109%
54670 MAINT. - EQUIP	8,973	6,145	2,497	2,397	5,000	48%	5,000		5,000	100%
55100 OFFICE SUPPLIES	938	597	1,174	671	2,000	34%	2,000		2,000	100%
55209 CRIME PREVENTIO	753	239	1,392	933	1,000	93%	2,000		2,000	200%
55210 OPERATING SUPPL	5,857	10,908	18,240	17,733	19,000	93%	11,000		11,000	58%
55221 TOOLS	51		11	124	400	31%	400		400	100%
55223 TRAF CONT EQUIP			5,760		0	0%			0	0%
55240 UNIFORMS	5,399	7,614	5,313	5,996	6,000	100%	6,000		6,000	100%
55260 PROTECT. CLOTH.	7,116	2,891	3,100	2,067	5,000	41%	3,000		3,000	60%
55410 MEMBERSHIPS	50		15		0	0%			0	0%
55420 TRAINING, AIDS	4,878				0	0%			0	0%
56402 CARS	30,067	34,230	133,353		0	0%			0	0%
57001 VEHICLE DEBT SERVICE			11,471	23,800	23,800	100%	23,800		23,800	100%
58101 CAPITAL PURCH.		23,500	9,092		0	0%			0	0%
58102 TRANSFER TO 301	5,000		22,000		4,900	0%	4,900		4,900	100%
Account:	1,563,068	1,475,646	1,539,814	990,557	1,385,000	72%	1,520,780	0	1,520,780	110%
572100 PUBLIC WORKS										
51200 SALARIES	321,889	228,585	222,124	142,248	186,150	76%	352,200		352,200	189%
51210 Unused Medical	1,542	969	893	515	1,775	29%			0	0%
51400 OVERTIME		15	210		1,000	0%	850		850	85%
51500 SICK LEAVE	1,214	3,596	3,552		1,850	0%			0	0%
52100 FTCA	24,192	16,650	16,124	10,000	14,550	69%	26,950		26,950	185%
52200 RETIREMENT-401K GENERAL P	27,820	20,985	20,400	10,427	14,000	74%	31,700		31,700	226%
52300 LIFE/HOSP. INS.	50,535	46,854	49,244	33,014	42,650	77%	83,800		83,800	196%
52301 MEDICAL BENEFIT	6,575	4,838	3,842	2,168	5,425	40%	10,200		10,200	188%
52500 UNEMPLOY. COMP.				3,300	7,150	46%			0	0%
53100 PHYSICAL EXAMS	639	230	100	150	400	38%	500		500	125%
53151 PROF. SERVICES		12,537	14,515	18,443	20,500	90%	16,500		16,500	80%
53153 COPIES			137		0	0%			0	0%
53160 CONTRAC. LABOR					0	0%		61,800	61,800	***%
53410 STREET SWEEPING	6,819	17,273	14,805	15,000	19,500	77%	19,500		19,500	100%
54000 TRAV & PER DIEM	924				0	0%			0	0%
54100 TELEPHONE	2,835	2,774	2,928	2,103	2,150	98%	2,050		2,050	95%
54310 ENERGY	12,830	8,768	9,479	30,322	40,250	75%	40,250		40,250	100%
54312 ENERGY-STREET LIGHT	24,548	32,046	27,555		0	0%			0	0%

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54321 PATCHING MTLs.	30,379				0	0%			0	0%
54601 MAINT.-HUNTER PARK					0	0%		5,600	5,600	****%
54618 TENNIS COURTS-MAINT					0	0%		2,000	2,000	****%
54619 FIELDS/COURTS					0	0%		15,000	15,000	****%
54620 MAIN. - VEHICLE	2,798	10,334	1,991	1,270	2,000	64%	2,000		2,000	100%
54630 MAINT.-BLDG.	38,733	49,738	56,845	39,085	40,000	98%			0	0%
54640 MAINT.-AIR COND	27,769	17,555	23,969	7,871	16,000	49%			0	0%
54670 MAINT. - EQUIP	3,678	939	1,861	1,087	2,000	54%	5,000		5,000	250%
54680 MAINT.-GROUNDS					0	0%	20,000		20,000	****%
54682 TREE TRIMMING					0	0%	35,000		35,000	****%
54686 HOLIDAY LIGHTIN					0	0%	8,000		8,000	****%
54910 PLANTINGS					0	0%		4,700	4,700	****%
55100 OFFICE SUPPLIES	940	707	253	277	300	92%	800		800	267%
55210 OPERATING SUPPL	813	2,114	1,942	1,990	2,000	100%	5,500		5,500	275%
55221 TOOLS	1,653	836	469	667	800	83%	700		700	88%
55223 TRAF CONT EQUIP		1,933	3,687		0	0%			0	0%
55230 CHEMICALS					0	0%	9,500		9,500	****%
55240 UNIFORMS	2,612	1,161	1,182	1,345	1,600	84%	1,900		1,900	119%
55250 CLEANING SPLIES			4,714	4,544	5,500	83%			0	0%
55260 PROTECT. CLOTH.	1,467	903	1,496	599	900	67%	1,700		1,700	189%
55300 ROAD MATERIALS & SUPPLIES		29,722	26,809	63,308	89,200	71%	30,000		30,000	34%
55410 MEMBERSHIPS	490				0	0%			0	0%
55420 TRAINING, AIDS	2,184				0	0%			0	0%
56402 CARS	41,428		87,728		0	0%			0	0%
56405 COMPUTER SYSTEM					0	0%		500	500	****%
56568 RENOVATIONS		40,733	283,264		0	0%			0	0%
57001 VEHICLE DEBT SERVICE			9,335	18,500	18,500	100%	26,150		26,150	141%
58101 CAPITAL PURCH.	25,000		24,239		0	0%			0	0%
58102 TRANSFER TO 301	31,000	97,100	50,144		47,900	0%	42,650		42,650	89%
Account:	693,306	649,895	965,836	408,233	584,050	70%	773,400	89,600	863,000	148%
57200 RECREATION										
51200 SALARIES	379,265	351,059	378,819	339,038	403,800	84%	229,150		229,150	57%
51201 PT SALARIES	121,546	126,092	116,786	80,319	96,750	83%	96,750		96,750	100%
51210 Unused Medical	1,941	1,415	1,158	2,785	4,745	59%			0	0%
51400 OVERTIME	46	28	526		1,200	0%	850		850	71%
51500 SICK LEAVE	9,519	12,474	13,570		15,050	0%	12,050		12,050	80%
52100 FTCA	38,863	36,885	38,617	36,684	38,400	96%	24,950		24,950	65%
52200 RETIREMENT-401K GENERAL P	33,985	32,848	35,455	29,059	38,400	76%	20,600		20,600	54%
52300 LIFE/HOSP. INS.	94,746	97,729	86,566	87,947	94,600	93%	71,300		71,300	75%
52301 MEDICAL BENEFIT	7,039	6,372	7,188	4,596	6,055	76%	6,600		6,600	109%
52400 WORKMEN'S COMP.		250	-250		0	0%			0	0%
53100 PHYSICAL EXAMS	946	1,282	873	724	750	97%	650		650	87%
53151 PROF. SERVICES	77,085	62,883	60,557	39,826	67,000	59%	60,000		60,000	90%
53153 COPIES	3,791	4,788	2,989	2,966	5,000	59%	5,000		5,000	100%
53154 FOOD SERVICE	2,116	3,368	2,742	2,994	3,000	100%	3,000		3,000	100%
53160 CONTRAC. LABOR	65,782	61,787	58,088	44,479	61,800	72%			0	0%
54000 TRAV & PER DIEM	2,748	179			0	0%			0	0%
54100 TELEPHONE	5,657	5,085	4,981	4,079	5,600	73%	4,600		4,600	82%

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54300 ELECTRICITY	38,953	37,706	34,134	19,505	37,000	53%	37,000		37,000	100%
54601 MAINT.-HUNTER PARK		2,192	7,944	5,326	5,600	95%			0	0%
54618 TENNIS COURTS-MAINT	382	1,243	12,467	67	2,000	3%			0	0%
54619 FIELDS/COURTS	17,539	17,501	16,770	10,000	15,000	67%			0	0%
54670 MAINT. - EQUIP	4,716	5,484	11,571	4,563	7,000	65%	2,000		2,000	29%
54680 MAINT.-GROUNDS	17,592	16,815	15,666	19,071	20,000	95%			0	0%
54682 TREE TRIMMING	20,584	20,023	38,007	34,392	41,500	83%			0	0%
54684 PARK (HUNTER)		1,268			0	0%			0	0%
54685 TREE REPLACE.	4,583	5,978	2,231			0%			0	0%
54686 HOLIDAY LIGHTIN	6,767	7,768	8,822	9,494	10,000	95%			0	0%
54910 PLANTINGS	3,175	5,691	4,371	1,621	4,700	34%			0	0%
55100 OFFICE SUPPLIES	1,943	1,798	1,612	1,015	1,800	56%	1,300		1,300	72%
55210 OPERATING SUPPL	9,810	13,699	14,359	9,431	10,000	94%	6,500		6,500	65%
55218 BEAUTIFICATION	13,823	8,717			0	0%			0	0%
55221 TOOLS	447	279	529	265	500	53%	200		200	40%
55230 CHEMICALS	9,071	8,806	7,404	9,395	9,500	99%			0	0%
55231 SUMMER CAMP	18,454	17,405	16,032	17,082	19,000	90%	19,000		19,000	100%
55232 TEEN CAMP	3,415	4,264	5,207	1,260	6,650	19%	6,650		6,650	100%
55233 SPORTS LEAGUES	25,679	23,421	22,951	21,436	27,000	79%	27,000		27,000	100%
55234 SPECIAL EVENTS	139,871	127,760	136,545	122,899	132,775	93%	127,000		127,000	96%
55235 REFUND EXP	4,870	6,013	4,659	285	0	***			0	0%
55237 DAY CAMPS	1,924	2,300	2,808	2,684	3,200	84%	3,200		3,200	100%
55238 FUNKY FRIDAY	3,504	5,297	4,682	3,064	5,000	61%	5,000		5,000	100%
55239 SPECIALTY CAMPS	2,354	3,183	2,463	3,807	5,200	73%	5,200		5,200	100%
55240 UNIFORMS	1,479	1,951	1,995	962	2,500	38%	1,700		1,700	68%
55260 PROTECT. CLOTH.	1,117	892	503	664	1,250	53%	250		250	20%
55410 MEMBERSHIPS	1,821	20			0	0%			0	0%
55420 TRAINING, AIDS	10,045	16			0	0%			0	0%
56402 CARS			35,948		28,600	0%			0	0%
56405 COMPUTER SYSTEM		5,957	5,142	4,650	5,500	85%	5,000		5,000	91%
56686 MOWING STOCK	7,321				0	0%	7,200		7,200	***%
57001 VEHICLE DEBT SERVICE			4,001	7,650	7,650	100%			0	0%
57201 REC-VENDING	2,471	3,371	993	2,918	3,000	97%	3,000		3,000	100%
58101 CAPITAL PURCH.	26,338	12,968	29,435	21,150	73,500	29%			0	0%
58102 TRANSFER TO 301	32,500	38,050	28,650		22,150	0%	12,150		12,150	55%
Account:	1,277,623	1,212,360	1,286,566	1,010,152	1,349,725	75%	804,850	0	804,850	60%
Fund:	5,934,428	5,791,364	6,145,389	4,615,065	5,917,276	78%	5,886,473	30,050	5,916,523	100%
Grand Total:	5,934,428	5,791,364	6,145,389	4,615,065	5,917,276		5,886,473	30,050	5,916,523	

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TOWN OF BELLEAIR  
Revenue Budget Report -- MultiYear Actuals  
For the Year: 2017 - 2018

Page: 1 of 5  
Report ID: B250

1 GENERAL FUND										
	Actuals				Current	%	Prelim.	Budget	Final	% Old
Account	13-14	14-15	15-16	16-17	Budget	Rec.	Budget	Change	Budget	Budget
					16-17	16-17	17-18	17-18	17-18	17-18
300300										
300320 TENNIS ANNUAL PERMITS	2,460	2,199	2,369	530	2,500	21%	2,500		2,500	100%
Group:	2,460	2,199	2,369	530	2,500	21%	2,500	0	2,500	100%
311100 AD VALOREM										
311100 AD VALOREM	2,839,083	2,898,636	3,025,852	3,210,217	3,154,000	102%	3,410,265		3,410,265	108%
Group:	2,839,083	2,898,636	3,025,852	3,210,217	3,154,000	102%	3,410,265	0	3,410,265	108%
313100 ELECTRIC FRANCHISE										
313100 ELECTRIC FRANCHISE	368,811	367,005	348,537	232,897	367,000	63%	367,000		367,000	100%
Group:	368,811	367,005	348,537	232,897	367,000	63%	367,000	0	367,000	100%
313400 GAS FRANCHISE										
313400 GAS FRANCHISE	26,394	21,058	21,174	11,742	22,000	53%	22,000		22,000	100%
Group:	26,394	21,058	21,174	11,742	22,000	53%	22,000	0	22,000	100%
315000 COMMUNICATION SERVICES TAX										
315000 COMMUNICATION SERVICES	172,283	182,915	173,413	115,417	166,450	69%	178,300		178,300	107%
Group:	172,283	182,915	173,413	115,417	166,450	69%	178,300	0	178,300	107%
321100 OCCUPATIONAL LICENSE (TOWN LICENSE)										
321100 OCCUPATIONAL LICENSE	25,643	23,815	24,364	3,210	25,000	13%	25,000		25,000	100%
Group:	25,643	23,815	24,364	3,210	25,000	13%	25,000	0	25,000	100%
331200 FEDERAL GRANT-PUBLIC SAFETY										
331201 JAG GRANT	1,000					0	0%		0	0%
Group:	1,000					0	0%	0	0	0%
335100 ALCOHOL BEVERAGE LICENSE										
335100 ALCOHOL BEVERAGE LICENSE	916	916	916		400	0%	150		150	37%
335120 STATE REVENUE SHARING	91,596	96,097	97,630	79,242	100,950	78%	102,919		102,919	101%
335180 SALES TAX	207,846	237,384	244,096	145,645	251,450	58%	254,719		254,719	101%
Group:	300,358	334,397	342,642	224,887	352,800	64%	357,788	0	357,788	101%
335400 TRANSPORTATION STATE REVENUE SHARING										
335410 GASOLINE REBATE	3,917	3,947	2,051	1,873	3,000	62%	3,000		3,000	100%
Group:	3,917	3,947	2,051	1,873	3,000	62%	3,000	0	3,000	100%

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TOWN OF BELLEAIR  
Revenue Budget Report -- MultiYear Actuals  
For the Year: 2017 - 2018

Page: 2 of 5  
Report ID: B250

1 GENERAL FUND										
Account	Actuals				Current	%	Prelim.	Budget	Final	% Old
	13-14	14-15	15-16	16-17	Budget	Rec.	Budget	Change	Budget	Budget
					16-17	16-17	17-18	17-18	17-18	17-18
-----										
337200 GRANTS										
337200 GRANTS		765	480	61,765	34,600	179%			0	0%
Group:		765	480	61,765	34,600	179%	0	0	0	0%
341200 ZONING & VARIANCE FEES										
341200 ZONING & VARIANCE FEES	20,513	600	3,100	1,200	800	150%	800		800	100%
Group:	20,513	600	3,100	1,200	800	150%	800	0	800	100%
341800 COUNTY OFFICER COMMISSION AND FEES										
341802 BUILDING PERMITS	344,824	325,425	382,371	394,822	305,000	129%	375,000		375,000	122%
Group:	344,824	325,425	382,371	394,822	305,000	129%	375,000	0	375,000	122%
342100 SERVICE CHARGE-LAW ENFORCEMENT SERVICES										
342103 SPECIAL DUTY POLICE	2,713	4,611	4,685	1,103	2,000	55%	2,000		2,000	100%
Group:	2,713	4,611	4,685	1,103	2,000	55%	2,000	0	2,000	100%
343900 LOT MOWING										
343900 LOT MOWING	10,095	5,017		3,176	2,700	118%	3,000		3,000	111%
Group:	10,095	5,017		3,176	2,700	118%	3,000	0	3,000	111%
347200 SERVICE CHARGE-PARKS AND RECREATION										
347210 RECREATION (PROG.	272,875	268,709	242,621	219,468	282,750	78%	282,750		282,750	100%
347211 RECREATION PERMITS	26,975	24,844	21,370	20,790	24,000	87%	24,000		24,000	100%
347213 REC-VENDING MACHINE SALES	3,632	3,976	3,553	2,404	10,000	24%	10,000		10,000	100%
347214 Concession Stand Sales	7,755	11,056	8,182	8,569	3,500	245%	3,500		3,500	100%
347217 MERCHANDISE		125	25	28	0	***%			0	0%
Group:	311,237	308,710	275,751	251,259	320,250	78%	320,250	0	320,250	100%
347500 SERVICE CHARGE-SPECIAL RECREATION FACILITIES										
347530 SPECIAL EVENTS-Private	6,540	6,069	5,654	4,753	6,000	79%	6,000		6,000	100%
347540 SPECIAL EVENTS-ATHLETIC	23,787	23,562	19,705	12,265	25,000	49%	23,000		23,000	92%
Group:	30,327	29,631	25,359	17,018	31,000	55%	29,000	0	29,000	93%
351100 COURT FINES (POLICE FINES)										
351100 COURT FINES (POLICE	2,272	3,006	2,027	916	6,000	15%	4,000		4,000	66%
Group:	2,272	3,006	2,027	916	6,000	15%	4,000	0	4,000	66%
351300 POLICE ACADEMY										
351300 POLICE ACADEMY	170	223	174	74	300	25%	300		300	100%
Group:	170	223	174	74	300	25%	300	0	300	100%

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TOWN OF BELLEAIR  
Revenue Budget Report -- MultiYear Actuals  
For the Year: 2017 - 2018

Page: 3 of 5  
Report ID: B250

1 GENERAL FUND										
Account	Actuals				Current	%	Prelim.	Budget	Final	% Old
	13-14	14-15	15-16	16-17	Budget	Rec.	Budget	Change	Budget	Budget
					16-17	16-17	17-18	17-18	17-18	17-18
-----										
351400 RESTITUTION										
351400 RESTITUTION	1,094	2,042	535	387	1,500	26%	1,500	_____	1,500	100%
351402 OTC FINES AND TICKETS	180	270	920	630	250	252%	250	_____	250	100%
Group:	1,274	2,312	1,455	1,017	1,750	58%	1,750	0	1,750	100%
354000 ORDINANCE VIOLATION										
354000 ORDINANCE VIOLATION	72,618	151,418	4,972		2,000	0%	2,000	_____	2,000	100%
Group:	72,618	151,418	4,972		2,000	0%	2,000	0	2,000	100%
361000 INTEREST										
361000 INTEREST	6,856	17,971	747	530	9,000	6%	25,000	_____	25,000	277%
Group:	6,856	17,971	747	530	9,000	6%	25,000	0	25,000	277%
362000 RENTAL INCOME										
362000 RENTAL INCOME	4,800	4,800	4,600	3,600	4,800	75%	4,800	_____	4,800	100%
Group:	4,800	4,800	4,600	3,600	4,800	75%	4,800	0	4,800	100%
364000 GAIN ON SALE OF FIXED ASSETS										
364001 SALE OF FIXED ASSETS		239,585			0	0%	_____	_____	0	0%
Group:		239,585			0	0%	0	0	0	0%
364100 INSURANCE PROCEEDS										
364100 INSURANCE PROCEEDS	1,264	1,000		2,076	0	***%	_____	_____	0	0%
Group:	1,264	1,000		2,076	0	***%	0	0	0	0%
365900 SALE OF SURPLUS METAL										
365900 SALE OF SURPLUS METAL	830	168			0	0%	_____	_____	0	0%
365901 SALE OF AUCTIONED ASSETS	28,469	1,353	3,961	2,034	0	***%	2,000	_____	2,000	*****%
Group:	29,299	1,521	3,961	2,034	0	***%	2,000	0	2,000	*****%
366900 DONATIONS-PARK IMPROVE. FD.										
366903 DONATION-RECREATION	22,060	15,060	26,549	20,338	10,000	203%	_____	_____	0	0%
366904 BCF CONTRIBUTION HUNTER		2,000	1,700		1,700	0%	1,700	_____	1,700	100%
366905 CONTRIBUTION - POL.	250	200	5,412	11,220	0	***%	_____	_____	0	0%
366909 DONATION - VANITY PLATE	100	25	15	15	0	***%	_____	_____	0	0%
366911 SPECIAL EVENTS	174,377	160,555	140,029	140,618	155,775	90%	143,000	_____	143,000	91%
366913 DONATIONS		1,700			0	0%	_____	_____	0	0%
Group:	196,787	179,540	173,705	172,191	167,475	103%	144,700	0	144,700	86%

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TOWN OF BELLEAIR  
Revenue Budget Report -- MultiYear Actuals  
For the Year: 2017 - 2018

Page: 4 of 5  
Report ID: B250

1 GENERAL FUND										
	Actuals				Current	%	Prelim.	Budget	Final	% Old
Account	13-14	14-15	15-16	16-17	Budget	Rec.	Budget	Change	Budget	Budget
					16-17	16-17	17-18	17-18	17-18	17-18
369000 MISCELLANEOUS	35,548	21,358	16,478	25,378	27,000	94%	34,700		34,700	128%
369000 MISCELLANEOUS	35,548	21,358	16,478	25,378	27,000	94%	34,700		34,700	128%
Group:	35,548	21,358	16,478	25,378	27,000	94%	34,700	0	34,700	128%
369900 OTHER MISCELLANEOUS REVENUES										
369901 VENDING MACHINE PROCEEDS		67	212		0	0%			0	0%
Group:		67	212		0	0%	0	0	0	0%
370200 PARKER PROPERTY RESERVES										
370201 RESERVES					40,000	0%	40,000		40,000	100%
Group:					40,000	0%	40,000	0	40,000	100%
381000 RESERVES (PRIOR YEARS)										
381000 RESERVES (PRIOR YEARS)					97,750	0%			0	0%
Group:					97,750	0%	0	0	0	0%
381200 TRANSFER FROM 301										
381200 TRANSFER FROM 301	32,200		65,050		25,400	0%	7,200		7,200	28%
381210 TRANSFER FROM 110	4,500				34,300	0%	63,850		63,850	186%
Group:	36,700		65,050		59,700	0%	71,050	0	71,050	119%
381300 TRANSFER FROM LAND DEVELOPMENT										
381302 TRANSFER FROM 305	200,000	175,000	150,000		135,000	0%			0	0%
Group:	200,000	175,000	150,000		135,000	0%	0	0	0	0%
381400 TRANSFER FROM 001										
381401 TRANSFER FROM 401			14,700		0	0%			0	0%
381406 TRANSFER FROM 113 (TREE		4,500			0	0%			0	0%
381407 TRANSFER FROM 115 (GOLF		111,000	43,000	43,000	43,000	100%			0	0%
Group:		115,500	57,700	43,000	43,000	100%	0	0	0	0%
383000 ADMINISTRATIVE FEES										
383000 ADMINISTRATIVE FEES	476,800	469,750	485,750		505,800	0%	505,800		505,800	100%
Group:	476,800	469,750	485,750		505,800	0%	505,800	0	505,800	100%
384000 LOAN FROM OPERATING										
384010 DEBT PROCEEDS			259,091		28,600	0%			0	0%
Group:			259,091		28,600	0%	0	0	0	0%
Fund:	5,524,046	5,891,782	5,858,070	4,781,932	5,917,275	81%	5,932,003	0	5,932,003	100%



Grand Total:	5,524,046	5,891,782	5,858,070	4,781,932	5,917,275	5,932,003	0	5,932,003
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# MAXIMUM MILLAGE LEVY CALCULATION PRELIMINARY DISCLOSURE

For municipal governments, counties, and special districts


Reset Form

Print Form

DR-420MM-P  
R. 5/12  
Rule 12D-16.002  
Florida Administrative Code  
Effective 11/12

Year: <b>2017</b>		County: <b>PINELLAS</b>		
Principal Authority: TOWN OF BELLEAIR		Taxing Authority: TOWN OF BELLEAIR		
1.	Is your taxing authority a municipality or independent special district that has levied ad valorem taxes for less than 5 years?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No (1)
<p><i>IF YES,</i> <i>STOP HERE. SIGN AND SUBMIT. You are not subject to a millage limitation.</i></p>				
2.	Current year rolled-back rate from Current Year Form DR-420, Line 16	5.5969	per \$1,000	(2)
3.	Prior year maximum millage rate with a majority vote from <b>2016</b> Form DR-420MM, Line 13	6.3076	per \$1,000	(3)
4.	Prior year operating millage rate from Current Year Form DR-420, Line 10	5.9257	per \$1,000	(4)
<p><b>If Line 4 is equal to or greater than Line 3, skip to Line 11. If less, continue to Line 5.</b></p>				
<p><b>Adjust rolled-back rate based on prior year majority-vote maximum millage rate</b></p>				
5.	Prior year final gross taxable value from Current Year Form DR-420, Line 7	\$ 670,528,380		(5)
6.	Prior year maximum ad valorem proceeds with majority vote <i>(Line 3 multiplied by Line 5 divided by 1,000)</i>	\$ 4,229,425		(6)
7.	Amount, if any, paid or applied in prior year as a consequence of an obligation measured by a dedicated increment value from Current Year Form DR-420 Line 12	\$ 0		(7)
8.	Adjusted prior year ad valorem proceeds with majority vote <i>(Line 6 minus Line 7)</i>	\$ 4,229,425		(8)
9.	Adjusted current year taxable value from Current Year form DR-420 Line 15	\$ 709,922,402		(9)
10.	Adjusted current year rolled-back rate <i>(Line 8 divided by Line 9, multiplied by 1,000)</i>	5.9576	per \$1,000	(10)
<p><b>Calculate maximum millage levy</b></p>				
11.	Rolled-back rate to be used for maximum millage levy calculation <i>(Enter Line 10 if adjusted or else enter Line 2)</i>	5.9576	per \$1,000	(11)
12.	Adjustment for change in per capita Florida personal income <i>(See Line 12 Instructions)</i>	1.0311		(12)
13.	Majority vote maximum millage rate allowed <i>(Line 11 multiplied by Line 12)</i>	6.1429	per \$1,000	(13)
14.	Two-thirds vote maximum millage rate allowed <i>(Multiply Line 13 by 1.10)</i>	6.7572	per \$1,000	(14)
15.	Current year proposed millage rate	5.9257	per \$1,000	(15)
16.	<b>Minimum vote required to levy proposed millage:</b> (Check one)			(16)
<input checked="" type="checkbox"/>	a. Majority vote of the governing body: Check here if Line 15 is less than or equal to Line 13. The maximum millage rate is equal to the majority vote maximum rate. <i>Enter Line 13 on Line 17.</i>			
<input type="checkbox"/>	b. Two-thirds vote of governing body: Check here if Line 15 is less than or equal to Line 14, but greater than Line 13. The maximum millage rate is equal to proposed rate. <i>Enter Line 15 on Line 17.</i>			
<input type="checkbox"/>	c. Unanimous vote of the governing body, or 3/4 vote if nine members or more: Check here if Line 15 is greater than Line 14. The maximum millage rate is equal to the proposed rate. <i>Enter Line 15 on Line 17.</i>			
<input type="checkbox"/>	d. Referendum: The maximum millage rate is equal to the proposed rate. <i>Enter Line 15 on Line 17.</i>			
17.	The selection on Line 16 allows a maximum millage rate of <i>(Enter rate indicated by choice on Line 16)</i>	6.1429	per \$1,000	(17)
18.	Current year gross taxable value from Current Year Form DR-420, Line 4	\$ 713,138,935		(18)

Continued on page 2

Taxing Authority : TOWN OF BELLEAIR		DR-420MM-P R. 5/12 Page 2	
19.	Current year proposed taxes <i>(Line 15 multiplied by Line 18, divided by 1,000)</i>	\$ 4,225,847	(19)
20.	Total taxes levied at the maximum millage rate <i>(Line 17 multiplied by Line 18, divided by 1,000)</i>	\$ 4,380,741	(20)
<b>DEPENDENT SPECIAL DISTRICTS AND MSTUs</b>			<b>STOP HERE. SIGN AND SUBMIT.</b>
21.	Enter the current year proposed taxes of all dependent special districts & MSTUs levying a millage. <i>(The sum of all Lines 19 from each district's Form DR-420MM-P)</i>	\$ 0	(21)
22.	Total current year proposed taxes <i>(Line 19 plus Line 21)</i>	\$ 4,225,847	(22)
<b>Total Maximum Taxes</b>			
23.	Enter the taxes at the maximum millage of all dependent special districts & MSTUs levying a millage <i>(The sum of all Lines 20 from each district's Form DR-420MM-P)</i>	\$ 0	(23)
24.	Total taxes at maximum millage rate <i>(Line 20 plus Line 23)</i>	\$ 4,380,741	(24)
<b>Total Maximum Versus Total Taxes Levied</b>			
25.	Are total current year proposed taxes on Line 22 equal to or less than total taxes at the maximum millage rate on Line 24? (Check one)	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	(25)
SIGN HERE	<b>Taxing Authority Certification</b>		I certify the millages and rates are correct to the best of my knowledge. The millages comply with the provisions of s. 200.065 and the provisions of either s. 200.071 or s. 200.081, F.S.
	Signature of Chief Administrative Officer :		Date :
	Title : JP Murphy, TOWN MANAGER.	Contact Name and Contact Title : Stefan Massol, Finance Director,	
	Mailing Address : 901 PONCE DE LEON BLVD	Physical Address : 901 PONCE DE LEON BLVD	
	City, State, Zip : BELLEAIR, FL 33756	Phone Number : 7276477483	Fax Number : 7275883778

***Complete and submit this form DR-420MM-P, Maximum Millage Levy Calculation-Preliminary Disclosure, to your property appraiser with the form DR-420, Certification of Taxable Value.***

**MAXIMUM MILLAGE LEVY CALCULATION  
PRELIMINARY DISCLOSURE  
INSTRUCTIONS**

DR-420MM-P  
R. 5/12  
Page 3

**General Instructions**

Each of the following taxing authorities must complete a DR-420MM-P.

- County
- Municipality
- Special district dependent to a county or municipality
- County MSTU
- Independent special district, including water management districts
- Water management district basin

Voting requirements for millages adopted by a two-thirds or a unanimous vote are based on the full membership of the governing body, not on the number of members present at the time of the vote.

This form calculates the maximum tax levy for 2017 allowed under s. 200.065(5), F.S. Counties and municipalities, including dependent special districts and MSTUs, which adopt a tax levy at the final hearing higher than allowed under s. 200.065, F.S., may be subject to the loss of their half-cent sales tax distribution.

DR-420MM-P shows the preliminary maximum millages and taxes levied based on your proposed adoption vote. Each taxing authority must complete, sign, and submit this form to their property appraiser with their completed DR-420, Certification of Taxable Value.

The vote at the final hearing and the resulting maximum may change. After the final hearing, each taxing authority will file a final Form DR-420MM, Maximum Millage Levy Calculation Final Disclosure, with Form DR-487, Certification of Compliance, with the Department of Revenue.

Specific tax year references in this form are updated each year by the Department.

**Line Instructions**

**Lines 5-10**

Only taxing authorities that levied a 2016 millage rate less than their maximum majority vote rate must complete these lines. The adjusted rolled-back rate on Line 10 is the rate that would have been levied if the maximum vote rate for 2016 had been adopted. If these lines are completed, enter the adjusted rate on Line 11.

**Line 12**

This line is entered by the Department of Revenue. The same adjustment factor is used statewide by all taxing authorities. It is based on the change in per capita Florida personal income (s. 200.001(8)(i), F.S.), which Florida Law requires the Office of Economic and Demographic Research to report each year.

**Lines 13 and 14**

Millage rates are the maximum that could be levied with a majority or two-thirds vote of the full membership of the governing body. With a unanimous vote of the full membership (three-fourths vote of the full membership if the governing body has nine or more members) or a referendum, the maximum millage rate that can be levied is the taxing authority's statutory or constitutional cap.

**Line 16**

Check the box for the minimum vote necessary at the final hearing to levy your adopted millage rate.

**Line 17**

Enter the millage rate indicated by the box checked in Line 16. If the proposed millage rate is equal to or less than the majority vote maximum millage rate, enter the majority vote maximum. If a two-thirds vote, a unanimous vote, or a referendum is required, enter the proposed millage rate. For a millage requiring more than a majority vote, the proposed millage rate must be entered on Line 17, rather than the maximum rate, so that the comparisons on Lines 21 through 25 are accurate.

Project #	Column2	Revenues	ACTUAL 15/16	Assumed 16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29	29/30	30/31
311100		Infrastructure Mill	\$ 603,308	\$ 627,300	\$ 646,000	\$ 658,900	\$ 672,100	\$ 685,550	\$ 699,250	\$ 713,250	\$ 727,500	\$ 742,050	\$ 756,900	\$ 772,050	\$ 787,500	\$ 803,250	\$ 819,300	\$ 835,700
312600		Penny	\$ 398,838	\$ 455,000	\$ 485,100	\$ 494,800	\$ 504,700	\$ 514,800	\$ 525,100	\$ 535,600	\$ 546,300	\$ 557,250	\$ 568,400	\$ 579,750	\$ 591,350	\$ 603,200	\$ 615,250	\$ 627,550
314100		Electric Utility Tax	\$ 437,310	\$ 400,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000	\$ 430,000
334102		Grant SWFWMD	\$ 708,141	\$ 599,859	\$ 1,375,000	\$ 580,000	\$ 580,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
337902		Stormwater Management Grant																
341903		Intergov.Services Rendered		\$ 60,000														
343600		Stormwater Fee	\$ 337,364	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400	\$ 337,400
361000		Interest	\$ 127															
366913		Donations	\$ 3,811															
369000		Miscellaneous	\$ 72															
381000		Reserves Prior Years	\$ -			\$ -												
381210		Transfer From 01	\$ 60,300	\$ 140,000														
381400		Transfer From 001																
381402		Transfer From 403																
381406		Transfer From 113																
381407		Transfer From 115	\$ 97,000	\$ 3,960,614		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
384010		Loan Proceeds	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
			\$ 2															
		Totals	\$ 2,646,272	\$ 6,580,173	\$ 3,273,500	\$ 2,501,100	\$ 2,524,200	\$ 1,967,750	\$ 1,991,750	\$ 2,016,250	\$ 2,041,200	\$ 2,066,700	\$ 2,092,700	\$ 2,119,200	\$ 2,146,250	\$ 2,173,850	\$ 2,201,950	\$ 2,230,650
				\$ (2,406,173)														
		Expenditures			17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29	29/30	30/31
53140		Engineering			\$ -													
53151		Professional Services																
		Capital Programs																
54683		Park Improvements	\$ 24,968	\$ 16,858	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
54684		Hunter Park	\$ 4,750															
54920		Master Landscape Plan																
54921		Pavement Management	\$ 7,700															
55201		Beautification & Entrances																
55223		Street Signs	\$ 4,085	\$ 3,742														
55235		Refund Exp																
56719		Small Roadway Projects	\$ 120,214	\$ 108,430	\$ 180,000	\$ 205,500	\$ 216,500	\$ 242,500	\$ 247,500	\$ 247,500	\$ 268,100	\$ 273,600	\$ 283,600	\$ 286,436	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000
56304		Street Light Replacement	\$ 142,062	\$ 48,945	\$ 250,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
56305		Indian Rocks Road	\$ 13,098	\$ 4,363														
56306		Orlando																
		Capital Parks			\$ 50,000	\$ 100,000	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Priority	Projects Years 1-5																
56302	X	Pinellas/Ponce	\$ 5,025	\$ 18,475	\$ 2,731,525	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56517	X	Rosery Rd	\$ 1,074,542	\$ 2,627,258	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56524		Belleair Creek																
56731	X	Harold's Lake Cleanout		\$ 18,799	\$ 155,000	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ -	\$ -	\$ -
54603	14	Palmetto		\$ 50,292	\$ 609,708		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	14	Carl			\$ 600,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56502	11	Belforest			\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56301	14	Bayview Bridge to IRR	\$ 1,727,354	\$ 381,493	\$ -	\$ 1,161,000	\$ 1,161,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	16/13/8	Shirley/Varona/Sunny			\$ -	\$ 31,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	12	IRR Poinsettia to Melenbacher			\$ -	\$ 200,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 767,000	\$ 767,000
	14/13	Ponce from Roundabout to Trail			\$ -	\$ -	\$ -	\$ 1,017,500	\$ 1,017,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56554		Projects Years 6-10		\$ 4,875														
	17/15	The Mall/Gardenia			\$ -	\$ -	\$ -	\$ -	\$ 680,625	\$ 680,625	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56709	14*	Osceola East of IRR			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 525,000	\$ 525,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	12	IRR Bayview to Belleview			\$ -	\$ -	\$ -	\$ -	\$ -	\$ 179,160	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 676,000	\$ 676,000
	12	Ponce from Manatee to Oleander			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,007,050	\$ 1,007,050	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	11/12	Wildwood/Woodlawn			\$ -	\$ -	\$ -	\$ -	\$ -	\$ 182,488	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56701	12	IRR Hunter Bayview to Poinsettia			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 650,925	\$ 650,925	\$ -	\$ -	\$ -	\$ -
56303	12	Poinsettia			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 47,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	12	Osecola from Oleander to Manatee	\$ 393,275		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 372,075	\$ 372,075	\$ -
56569		Streets-Intersection Improvement			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56581		Curbs/Sidewalks	\$ 78,976	\$ 50,650	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56600		Drainage			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56606		Manatee			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56708		Oleander			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56730		Bellevue			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56732		Druid			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56734		Orange Ave/Fairview			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56736		PW Building			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
56737		Golf Course Purchase			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
	11	Ponce from Manatee to Rosery			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 797,500	\$ 797,500	\$ -	\$ -
		Other Expenses																
58001		Transfer to Reserves			\$ -													
58110		Transfer to 401																
58119		BB&T Debt Service	\$ 697,012	\$ 715,000	\$ 713,400	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000	\$ 715,000
58115		GF Debt Service	\$ 150,000	\$ 135,000						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
		Totals	\$ 4,443,061	\$ 4,184,179	\$ 5,364,633	\$ 2,462,500	\$ 2,142,500	\$ 2,025,000	\$ 2,710,625	\$ 2,047,285	\$ 1,765,588	\$ 2,617,650	\$ 2,055,650	\$ 1,702,361	\$ 2,488,425	\$ 2,034,575	\$ 2,680,075	\$ 2,308,000
			\$ (1,796,788)	\$ 2,395,994	\$ (2,091,133)	\$ 38,600	\$ 381,700	\$ (57,250)	\$ (718,875)	\$ (31,035)	\$ 275,612	\$ (550,950)	\$ 37,050					
		Fund Balance			17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29	29/30	30/31
		Exp	\$ 4,443,061	\$ 4,184,179	\$ 5,364,633	\$ 2,462,500	\$ 2,142,500	\$ 2,025,000	\$ 2,710,625	\$ 2,047,285	\$ 1,765,588	\$ 2,617,650	\$ 2,055,650	\$ 1,702,361	\$ 2,488,425	\$ 2,034,575	\$ 2,680,075	\$ 2,308,000
		Rev	\$ 2,646,272	\$ 6,580,173	\$ 3,273,500	\$ 2,501,100	\$ 2,524,200	\$ 1,967,750	\$ 1,991,750	\$ 2,016,250	\$ 2,041,200	\$ 2,066,700	\$ 2,092,700	\$ 2,119,200	\$ 2,146,250	\$ 2,173,850	\$ 2,201,950	\$ 2,230,650
		Change in FB	\$ (1,796,788)	\$ 2,395,994	\$ (2,091,133)	\$ 38,600	\$ 381,700	\$ (57,250)	\$ (718,875)	\$ (31,035)	\$ 275,612	\$ (550,950)	\$ 37,050	\$ 416,839	\$ (342,175)	\$ 139,275	\$ (478,125)	\$ (77,350)
		Fund Balance	\$ 2,254,603	\$ 4,650,597	\$ 2,559,464	\$ 2,598,064	\$ 2,979,764	\$ 2,922,514	\$ 2,203,639	\$ 2,172,604	\$ 2,448,216	\$ 1,897,266	\$ 1,934,316	\$ 2,351,155	\$ 2,008,980	\$ 2,148,255	\$ 1,670,130	\$ 1,592,780



## Legislation Details (With Text)

**File #:** 17-0171      **Version:** 1      **Name:**  
**Type:** Action Item      **Status:** Agenda Ready  
**File created:** 7/28/2017      **In control:** Town Commission  
**On agenda:** 8/1/2017      **Final action:**  
**Title:** Consideration of ABM Letter of Intent  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [Letter of Intent - 2017-07.21](#)

Date	Ver.	Action By	Action	Result
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### Summary

To: Mayor Gary H. Katica & Commissioners  
From: JP Murphy  
Date: 7/28/2017

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**Subject:**

Consideration of ABM Building Services Letter of Intent

**Summary:**

Representatives from ABM will be here to discuss an energy performance contracting solution that might help the town with some of its ongoing capital needs through a guaranteed energy savings program. ABM provides the following summary comments: Investment in facilities is needed as buildings continue to age leading to rising operating expenses. A statutory funding mechanism (Florida Statute 489.145) exists to use the savings associated with utility and maintenance cost reduction in order to secure necessary facilities upgrades.

The Letter of Intent sets the criteria that must be achieved in order for the Town to enter into a Guaranteed Energy, Water, and Wastewater Performance Savings Contract. Approval of the Letter of Intent would set in motion an Investment Grade Audit (IGA) by ABM Building Services. The results of the Investment Grade Audit would be presented back to Commission for further deliberation. ...End

**Previous Commission Action:** The commission previously used a similar program by Green Energy Services that was successful.

**Background/Problem Discussion:** In Town Hall and the Community Center, several HVAC systems have reached the end of their useful lives. The cost to maintain this equipment is rising due to repeated failures. Also, the utility costs are rising as equipment is less efficient due to age and condition. Similarly, the control systems associated with many of the HVAC Systems have been altered over time due to various issues and costs associated with maintaining a sophisticated system. The systems that were purchased to achieve energy savings have been bypassed, resulting in increased electricity usage.

The cost to maintain facilities will continue to rise, and the conditions will continue to deteriorate unless the current operational plan is changed. A holistic approach is really needed to address the life cycle of city



facilities to properly replace repair and maintain the HVAC Equipment and Control system.

Generally speaking, energy performance contracting utilizes methods that capially purchase energy saving measures coupled with bonded, guaranteed savings. The program then uses the savings to pay for other infrastructure improvements. The process at a very high level is as follows:

**1. Procurement of Investment Grade Audit (IGA)**

- a. The Town identifies need to reduce energy costs in its buildings by investing in energy conservation measures (ECM's). The Town intends to enter into a guaranteed energy performance savings contract with a licensed energy performance contractor (EPC) in compliance with F.S. 489.145.
- b. The Town will develop a short analysis of the project that they intend to include into an energy performance contract. This should include but not limited to the scope of the project; age, use, and occupancy of the buildings, and current building equipment.
- c. The Town will seek out an EPC and implement ECM's that will provide the needed energy savings to the Town.
- d. The Town Authorizes Investment Grade Audit
- e. EPC will give a detailed analysis of each energy conservation measure they are proposing, including energy and energy related operating savings. At a minimum, an audit should include current and future energy consumption, projected savings, maintenance costs, simple payback, life cycle costs, building description, analysis methods, and calculations. Assumptions, baselines, and baseline adjustment criteria must be predetermined and agreed upon in the audit. The audit may include all commodity or unit prices.
- f. To provide consistency for review of a future guaranteed energy performance savings contract, the EPC will provide contract schedules A, B, E, and F in the IGA.
- g. A model Audit agreement can be found on the DMS website.
- h. The Town may enter into a separate agreement to pay for the audit, or the cost of the audit may be part of the final contract.

**2. The Town negotiates a Guaranteed Energy Performance Savings Contract**

**3. The Town executes the contract and financing agreement approved by Commission and begins work on ECMs.**

**Ongoing Measurement and Verification process begins (M and V)**

**Expenditure Challenges** \$18,880 if a savings program is designed per statute, but the town does not move forward..

**Financial Implications:** If approved, Town will be in a position to later adopt a Guaranteed Energy, Water and Wastewater Performance Savings Contract solution whose financial obligation will be budget neutral. If ABM fails to achieve the stipulations outlined in LOI, the Town will be under no financial obligation to ABM for the costs associated with the preparation of the IGA. If ABM achieves the stipulations outlined in LOI, and the Town does not enter into a Guaranteed Energy, Water, and Wastewater Performance Savings Contract, the Town will be obligated to pay for the cost of engineering associated with the IGA.

**Recommendation:** I recommend approval. The Finance Board recommended at it's 7/20/17 meeting, approval of the IGA and Letter of Intent..

**Proposed Motion** Move approval/denial of the ABM Building Services Letter of Intent .

## **LETTER OF INTENT (LOI)**

The Town of Belleair ("Client") intends to leverage, (Piggyback) on the competitive procurement process utilized by the City of Temple Terrace for the implementation of the Guaranteed Energy, Water and Wastewater Performance Savings Contract executed on March 15, 2016 with ABM. Upon approval of this LOI by Client, ABM will conduct an Investment Grade Audit (IGA). Provided the IGA substantiates all obligations outlined herein, the Client will contract with ABM to perform the energy efficiency and equipment reliability upgrades.

In the event the Investment Grade Audit fails to achieve the stipulations outlined below, the Client will be under no financial obligation to ABM for the costs associated with the preparation of the IGA.

The scope of the project will be co-authored by parties named herein and will be based on discussions with Client's staff and detailed audits of Client facilities. ABM will be responsible for the complete installation of the solution. The IGA will be completed and the results presented no later than October 3, 2017.

ABM will invest in engineering, technical, financial and trade resources required to meet all statutes, permitting, scope and savings requirements desired by Client. ABM's obligations are:

- Design a solution whose financial obligation will be budget neutral to the Client
- The term of the agreement shall not exceed 15 years
- Perform a technical evaluation of the facilities listed in Attachment A.
- Provide a technical description of the scope proposed
- Calculate the financial impact to Client for implementing the project
- Provide firm, fixed pricing for installation and retrofits
- Recommend the financial structure for the amortization of the capital expense
- Provide a project construction schedule
- Calculate of the savings which will be guaranteed as a result of implementing the project.
  - The final proposal will produce energy, operational and capital budget savings, agreed upon by Client. Savings shall meet or exceed total annual contract payments.
- System design must meet all applicable codes
- The Client may add/reduce scope once the final engineering savings/costs are complete

Client will gather all financial and facility information needed to prepare the Investment Grade Audit as requested by ABM. Additionally, staff will be available to assist with site access and all financial discussions.

If the Client decides not to proceed with the project within 60 days of submission of the Investment Grade Audit and the above requirements are met, The Client agrees to pay \$18,880 to ABM for the cost of the Investment Grade Audit. If ABM does not meet the requirements above, the Client is under no further obligations, financial or otherwise, to ABM.

The signatures below indicate mutual acceptance of this Letter of Intent and its terms and conditions.

### **Agreed and Accepted**

This 1st day of August, 2017

ABM Building Services

### **Agreed and Accepted**

This 1st day of August, 2017

Town of Belleair

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Dan Klein – Senior Vice President

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Gary H. Katica – Mayor



## ATTACHMENT A

List of Facilities to be considered with the Investment Grade Audit (IGA):

[illegible]



## Legislation Details (With Text)

**File #:** 17-0166      **Version:** 1      **Name:**  
**Type:** Discussion Items      **Status:** General Agenda  
**File created:** 7/12/2017      **In control:** Town Commission  
**On agenda:** 8/1/2017      **Final action:**  
**Title:** Communications Policy and Plan Drafts Review  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [COMMUNICATIONS POLICY DRAFT](#)  
[COMMUNICATIONS PLAN DRAFT](#)

Date	Ver.	Action By	Action	Result
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### Summary

To: Town Commission  
From: Town Staff  
Date: 8/1/2017

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**Subject:**

Communications Policy and Plan Drafts Review

**Summary:**

To continue to improve Town-wide communications, staff has drafted a Communications Policy and an accompanying Communications Plan for the Commission to review and discuss. These documents are not final, as staff encourages discussion and Commission feedback before final approval.

**Previous Commission Action:** Previously, the Commission has expressed interest in seeing a Communications Policy and/or Plan. However, this is the first time a draft of either has been brought before the Commission.

**Background/Problem Discussion:** The Town is currently operating with very few formal policies, procedures, or guides regarding its communications. It is the hope of Town staff that the introduction of these documents (and more to follow) will help to educate and guide our employees in their communications tasks, and will improve the overall communications quality and effectiveness with Belleair residents.

**Expenditure Challenges** None.

**Financial Implications:** None.

**Recommendation:** None.

**Proposed Motion** None.



# **TOWN OF BELLEAIR COMMUNICATIONS POLICY**

## **SCOPE**

This policy establishes standards, best practices, expectations, and performance measures for Town communications, and defines the enforceability and scope for such activities.

## **OBJECTIVES**

1. To formalize the Town's communications strategy and to institute guidelines therein
2. To establish the creation of a Town-wide Communications Plan and create accountability surrounding its upkeep and adherence via a designated Communications Team
3. To set up guidelines for creating and updating web content

## **PERFORMANCE MEASURES**

1. An annual Communications Summary Report shall be completed and submitted to the Town Manager and the Commission from the Communications Team each March. This report shall include details regarding communications frequency, platform concentration, content quality and effectiveness from the past calendar year, and shall outline goals and areas for improvement for the coming year
2. Quarterly reviews of web content shall be required by all departments in order to ensure that accurate and up-to-date information is available on the Town's website
3. Quarterly reviews of social media content (regarding post frequency, likes, shares, impressions, and overall reception) shall be required to be completed by the Communications Team in order to assess areas for improvement and brainstorm ideas for future campaigns

## **DEFINITION OF TERMS**

**Communication** - Any written, visual, or verbal piece of information that is shared or communicated from the Town of Belleair and/or one of its employees.

**Communications Team** - A group of employees, as designated by the Town Manager, that is responsible for serving as an advisory group to the Town regarding its communications and other public outreach and marketing efforts.

## **POLICY GUIDELINES**

### **Best Practices**

1. Communications shall be treated with great care and importance. Town employees shall make effective and timely communications (both internally and externally) a priority.
2. When creating written communications of any kind on behalf of the Town, employees shall be courteous, professional, and thorough. This thoroughness includes using proper grammar and syntax and always proofreading communications to ensure clear and error-free communications. It is recommended that all external communications are reviewed by at least three (3) employees before being sent out to the public.
3. When at all possible, information from any communications platform (flyers, letters, pamphlets, social media posts, e-blasts, etc.) shall be reinforced by information on the Town's website.
4. When participating in verbal communications of any kind on the behalf of the Town, employees shall listen carefully and be available to help all individuals and/or groups in any way possible. Employees shall do their best to work with individuals and groups to meet their needs and requests, and shall always treat others with the highest duty of care and respect.
5. Under no circumstance shall any written or verbal communications or actions be vulgar, profane, derogatory, discriminative, disrespectful or distasteful in any way.
6. When publishing content, employees shall be aware of the lasting effect of communications and be careful to distribute/post only professional and well thought-out materials.
7. If the Town wishes to source content from another entity, written consent or licensing shall first be required from the original owner unless that owner's content is public domain. When sourcing content, the Town shall always give credit to the original entity.

### **General Communications**

1. When referring to Belleair, the municipality shall always be referred to as a town (not a city).
2. When referring to individuals publicly, formal titles shall always be used (Mr./Ms./Mrs./Commissioner/Mayor + last name).
3. Official Town letterhead shall only be used for official purposes, or as approved by the Town Manager, or designee. These purposes typically include the emergency and informational communications tiers. Only letterhead whose design is explicitly approved by the Town Manager shall be used for Town purposes.

4. All Town employees shall abide by the Town's public records policies and procedures (sections 9.1 through 9.5 in Belleair's policies and procedures manual) when faced with any kind of public records request. Employees may see the Town Clerk (or a departmental records liaison) with any specific questions. Public records retention laws shall be followed at all times.

### **Responding to Communications**

1. Phone calls or voicemails left for Town employees that require a response shall be addressed and returned to the sender within one (1) business day. Responding to phone calls and voicemails shall take precedence over responding to emails, chats, or other electronic or written communications.
2. Emails, chats, or other electronic or written communications sent to Town employees that require a response shall be addressed and responded to within two (2) to three (3) business days. This timeline excludes communications carved out in the Town's SeeClickFix Policy (#---) and the Town's Social Media Policy (#---).
3. All Town employees that are assigned a Town computer shall maintain their Google Calendar with respect to meetings, time off, and other out-of-office events. These employees shall also create "vacation responders" via Gmail and voicemail boxes while out of town so that appropriate messages may be delivered to correspondents while the said employee is on vacation.

### **Communications Plan and Team**

1. The Communications Plan, as approved by the Town Manager, shall serve as a binding document regarding the direction and goals of the Town's internal and external communications. All employees are expected to abide by the plan, this policy, and any subsequent procedures, guides, or regulations set forth by those documents.
2. To oversee these documents and the Town's adherence of them, a Communications Team of employees shall be established and adjusted by the Town Manager (or designee) on an annual basis. This team shall be responsible for reviewing the Communications Plan annually, as well as updating communications procedures, tracking communications success, and serving as a leadership group regarding the Town's communications tasks as needed.
3. The Communications Team shall be required to complete advanced communications, marketing, writing, and/or web trainings (as designated by the Town Manager) in order to be elected to and serve on the team.

### **Branding**

1. When communicating, employees shall use Commission-approved logos and departmental variants. No other logo(s) shall be acceptable.
2. The Town's Style Guide shall reinforce Commission-approved branding and regulate specific standards for Town communications. This guide shall be reviewed annually by the Communications Team and updated as needed.

### **Web Content and Social Media**

1. Each department shall require at least one (1) employee to receive relevant website training in order to serve as their department's website liaison. These liaisons shall review and update their department's web content on a quarterly basis.
2. All Town-wide or departmental social media accounts or handles require creation approval from the Town Manager, or designee.
3. When operating Belleair's social media accounts, employees shall respond to and engage with the public via these portals in a responsible and respectful manner. Any question or request submitted via social media shall be acknowledged by the employee(s) responsible within one (1) business day and addressed/closed as soon as possible.
4. The Town may not delete negative or inappropriate comments on social media posts; however, comments which are vulgar, profane, derogatory, discriminative, disrespectful or distasteful (or otherwise unsuitable for wide audiences) may be hidden from public view if deemed necessary.
5. The Town shall stay away from endorsing any politicians, laws, ordinances, policies, or political views in any way. Regarding these issues, employees may present facts and information, but shall not aim to influence the public's voting or opinion.
6. For more specific policies regarding social media, see the Town's Social Media Policy (#---).

TOWN OF BELLEAIR  
COMMUNICATIONS PLAN (DRAFT)

Revised July, 2017



## INTRODUCTION AND PURPOSE

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This plan was created in order to clearly-define internal and external communications tools and guidelines for the Town of Belleair. In doing this, the Town hopes to increase efficiency and effectiveness in how it presents itself to residents, staff, elected officials, and the greater community. As a result, this plan has four specific goals:

1. To define and establish the Town's Communications Team and the requirements and responsibilities of the group
2. To define the communications tools currently available to the Town
3. To introduce and define the four tiers of Town events that require communications
4. To unify communications processes by linking communications tools to event tiers

## COMMUNICATIONS TEAM

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Belleair's Town-wide Communications Team serves on an annual basis (January through December of each year) and is responsible for updating communications procedures, tracking communications success, and serving as a leadership group regarding the Town's communications tasks.

The Communications Team is also responsible for the annual upkeep of this document, any procedures related to communications tools identified in this document, and the Town's Style Guide.

Hence, members of the Communications Team are expected to be Belleair's "experts" in communications, marketing, social media, and public relations, and are thus required to complete specialized training in order to serve in the group. This training includes, but is not limited to those listed below.

- A "Content Marketing Certification" from Hubspot Academy (TENTATIVE)
- "Social Marketing" training from Hootsuite Academy (TENTATIVE)
- "High Impact Business Writing" training from Coursera (TENTATIVE)

Additionally, the Communications Team is responsible for submitting an annual Communications Summary Report to the Town Manager (due by March 1 of each year) that discusses details regarding communications frequency, platform concentration, content quality and effectiveness, and that outlines goals and areas for improvement for the coming year. The Town Manager, or designee, shall later present the report to the Town Commission.

This year's Communication's Team, as designated by the Town Manager, is listed below (TENTATIVE).

- |                  |                              |                                 |
|------------------|------------------------------|---------------------------------|
| 1. Cathy DeKarz  | Management Analyst           | Administration Department       |
| 2. Ricky Allison | Public Services Manager      | Parks and Recreation Department |
| 3. Ashley Bernal | Special Projects Coordinator | Administration Department       |
| 4. DP Perry      | Admin. Services Coordinator  | Support Services Department     |
| 5. Tena Khachab  | Administrative Assistant     | Public Works Department         |
| 6. Brian Beery   | Detective                    | Police Department               |

## EVENT CLASSIFICATION

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This plan (in accordance with the Town's Communications Policy, # ---) identifies four tiers of communications priorities, as outlined below. The resulting hierarchy demonstrates a tiered structure for the four levels of communications importance (indicating that emergencies are first priority, informational events second, etc.). Additionally, each tier has a "communications strategy" that outlines the intent of each of the four types. Lastly, the sections below identify which tools should be used in each of the four scenarios.

### **TIER 1: EMERGENCY EVENT**

*"An event or situation that endangers (or may soon endanger) the public or the staff"*

COMMUNICATIONS STRATEGY: **ALERT**

- Example: An active shooter situation within or near Belleair
- Example: An unanticipated water main break that results in a water shutoff

Appropriate tools:

- Internal: Code Red / email
- External: Code Red / e-blasts / press releases (Media Alert) / social media / website

### **TIER 2: INFORMATIONAL EVENT**

*"A situation that requires a time-sensitive release of factual information, but that is not an immediate danger to public life or safety"*

COMMUNICATIONS STRATEGY: **INFORM**

- Example: Construction on a major road that results in a temporary detour
- Example: Fire hydrant testing that causes a short-term water shutoff
- Example: Weather conditions that result in a cancelled outdoor event
- Example: Issues submitted via SeeClickFix

Appropriate tools:

- Internal: Belleair News Network (BNN) / email
- External: SeeClickFix / e-blasts / notices / print advertising / press releases (Media Alert) / social media / website

### **TIER 2A: LEGALLY-REQUIRED COMMUNICATIONS**

*"Legally-required or regulated communications such shall be considered and treated with great importance. Timelines and structure associated with such communications are always a priority"*

COMMUNICATIONS STRATEGY: **LEGALLY INFORM**

- Example: Legal noticing in a newspaper for a request for a dock variance
- Example: Soliciting bids for an upcoming capital project

Appropriate tools:

- Internal: n/a
- External: Notices / press releases (Media Alert) / website

### **TIER 3: CAUTIONARY EVENT**

*"An anticipated and/or ongoing event that the public should be made aware of due to safety or security concerns, but that is not an immediate danger to public life or safety"*

COMMUNICATIONS STRATEGY: **CAUTION**

- Example: The approaching hurricane season triggers the need to communicating safety tips
- Example: Vehicle robberies in the area require communicating the importance of the locking vehicles at night

Appropriate tools:

- Internal: Belleair News Network (BNN) / email
- External: Code Red / e-blasts, out-of-home (OOH) marketing / print advertising / social media / website

### **TIER 4: PROMOTIONAL EVENT**

*"An event, program, or other circumstance that engages the public or staff and that incites participation, community building, and/or discussion"*

COMMUNICATIONS STRATEGY: **ENGAGE**

- Example: Recreation programs, camps, sports leagues, or special events
- Example: The completion of a capital improvements project

Appropriate tools:

- Internal: Belleair News Network (BNN) / email
- External: E-blasts / memos / out-of-home (OOH) marketing / paid advertising / press releases (Media Alert) / print advertising / social media / website

## **SCOPE AND TOOLS**

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The Town has access to a wide variety of communications tools, which are briefly outlined below. Regarding the use of these tools, the Town operates using two different tones of voice: business casual (using more informal prose and terms) and business professional (using more formal prose and terms).

Additionally, there are certain tools that speak to department-specific communications, and which operate separately from general Town communications. Communications tools and accounts shall hence be considered town-wide unless otherwise mentioned to be department-specific.

**BELLEAIR NEWS NETWORK (BNN):** A weekly internal communications newsletter by and for employees

Primary points-of-contact: BNN Team and the BNN Lead

Tone: Business casual

**E-BLASTS:** Any mass-emailing service for emergency or non-emergency communications

TOWN OF BELLEAIR E-BLASTS

Vendor: Mail Chimp

Primary point-of-contact: Communications Team

Tone: Business casual

RECREATION E-BLASTS

Vendor: Constant Contact

Primary point-of-contact: Recreation Supervisor

Tone: Business casual

**EMAIL:** General communications for emergency or non-emergency use

Vendor: Gmail

Primary point-of-contact: Town Manager (or designee)

Tone: Business casual or business formal

**EVERBRIDGE NOTIFICATION SYSTEM:** A robotic, automated alerting system for mass phone calls, texts, and emails (previously Code Red)

Primary point-of-contact: Communications Team or Town Manager

Tone: Business casual

**NOTICES**

LEGAL NOTICES: Legally-required notices or advertisements for public meetings or variances that must comply with the Town's Code of Ordinances and/or any Florida State Statutes that have been set forth and that may or may not include fees paid to vendors

Primary point-of-contact: Town Clerk

Tone: Business formal (strict adherence to legal wording requirements)

PUBLIC NOTICES: Notices or letters sent to the public regarding infrastructure projects, survey work, or other construction events

Primary points-of-contact: Communications Team or Construction Projects Supervisor

Tone: Business formal

**MEMOS:** Formal internal updates to employees regarding specific and high-level topics

Primary point-of-contact: Town Manager (or designee)

Tone: Business formal

**OUT-OF-HOME (OOH) MARKETING:** Any media that consumers see outside of their homes for branding or promotional purposes (ex: Town signs, street banners, etc.)

TOWN OF BELLEAIR OOH MARKETING

Primary point-of-contact: Communications Team

Tone: Business casual

RECREATION OOH MARKETING

Primary point-of-contact for recreation communications: Recreation Supervisor

Tone: Business casual

**PAID ADVERTISING:** Promotional communications or ads that require payment to an outside vendor for placement and/or distribution

TOWN OF BELLEAIR PAID ADVERTISING

Primary point-of-contact: Communications Team

Tone: Business formal

RECREATION PAID ADVERTISING

Primary point-of-contact: Recreation Supervisor

Tone: Business casual

**PRESS AND MEDIA RELATIONS:** Collaborative and knowledgeable information sharing with various media institutions

Primary point-of-contact: Town Manager (or designee)

Tone: Business formal

MEDIA ALERT: An internet portal for releasing information to the press regarding emergency events

TOWN OF BELLEAIR MEDIA ALERT

Primary points-of-contact: Communications Team and Town Manager

Tone: Business formal

POLICE MEDIA ALERT

Primary point-of-contact: Chief of Police

Tone: Business formal

**PRINT ADVERTISING:** Communications that may include flyers, posters, pamphlets, brochures, letters, and/or mailers that are distributed via a postal service or picked up in-person from a Town event or facility

## TOWN OF BELLEAIR PRINT ADVERTISING

Primary point-of-contact: Communications Team

Tone: Business casual

## RECREATION PRINT MARKETING

Primary point-of-contact: Recreation Supervisor

Tone: Business casual

**SEELICKFIX:** An interactive application that allows residents to request assistance or report non-emergency issues with the Town via website or mobile app

Primary point-of-contact: Communications Team

Tone: Business casual

**SOCIAL MEDIA:** General communications, updates, or promotional messages that encourage two-way communications between the Town and its residents and visitors. Current social media channels are listed below; however, more may be added to the discretion of the Town Manager (or designee) alongside the changing digital market.

## TOWN OF BELLEAIR SOCIAL MEDIA ACCOUNTS

Facebook: [www.facebook.com/tobmain](http://www.facebook.com/tobmain)

Twitter: @TownofBelleair

Primary point-of-contact: Communications Team

Tone: Business casual

## RECREATION SOCIAL MEDIA ACCOUNTS

Facebook: [www.facebook.com/BelleairRec](http://www.facebook.com/BelleairRec)

Twitter: @BelleairRec

Instagram: @belleair\_rec

Primary point-of-contact: Recreation Supervisor

Tone: Business casual

**WEBSITE:** A central, one-stop hub for communications that other tools refer back to

Website URL: [www.townofbelleair.com](http://www.townofbelleair.com)

Vendor: Civic Plus

Primary point-of-contact: Communications Team

Tone: Business formal

## COMMUNICATIONS POLICIES AND BEST PRACTICES

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All Town communications shall comply with the rules, regulations, and procedures set forth within Belleair's Communications Policy (#---), Social Media Use Policy (#---), and Style Guide. Some of the main points from those documents are listed below for reference.

### **GENERAL COMMUNICATIONS**

- Communications shall be treated with great care and importance. Town employees shall make effective and timely communications (both internally and externally) a priority.
- Under no circumstance shall any written or verbal communications or actions be vulgar, profane, derogatory, discriminative, disrespectful or distasteful in any way.
- When communicating, employees shall use Commission-approved logos and departmental variants. No other logo shall be acceptable.
- Official Town letterhead shall only be used for official purposes, or as approved by the Town Manager, or designee. These purposes typically include the emergency and informational communications tiers. Only letterhead whose design is explicitly approved by the Town Manager shall be used for Town purposes.
- The Town shall stay away from endorsing any politicians, laws, ordinances, or policies, or political views in any way. Regarding these issues, employees may present facts and information, but shall not aim to influence the public's voting or opinion.

### **WRITTEN COMMUNICATIONS**

- When creating written communications of any kind on behalf of the Town, employees shall be courteous, professional, and thorough. This thoroughness includes using proper grammar and syntax and always proofreading communications to ensure clear and error-free communications. It is recommended that all external communications are reviewed by at least three (3) employees before being sent out to the public.
- When referring to Belleair, the municipality shall always be referred to as a town (not a city).
- When referring to individuals publicly, formal titles shall always be used (Mr./Ms./Mrs./Commissioner/Mayor + last name).

### **WEB AND SOCIAL MEDIA COMMUNICATIOS**

- Each department shall require at least one (1) employee to receive relevant website training in order to serve as their department's website liaison. These liaisons shall review and update their department's web content on a quarterly basis.
- Only social media representatives designated by the Town Manager (or designee) may operate social media handles. Such individuals shall be held responsible by their department head and/or the Town Manager to regularly and responsibly post social media content, as outlined by this policy.

- The Town Manager (or designee) shall review all departmental requests to create social media pages/handles and shall be the final authority opinion on all social media communications. The Town Manager (or designee) may, at their discretion, post and moderate any and all communications. If such editing occurs, the affected department shall be notified of such editing via email.
- Individual Town employees may have their own personal pages, but shall not link them to any official town pages. Employees shall not use their personal web presence for any official Town communications.
- When operating Belleair's social media accounts, employees shall respond to and engage with the public via these portals in a responsible and respectful manner. Any question or request submitted via social media shall be acknowledged by the employee(s) responsible within one (1) business day and addressed/closed as soon as possible.
- When at all possible, information from social media and/or e-blast posts shall be reinforced by information on the Town website.
- If the Town wishes to source content from another entity, written consent or licensing shall first be required from the original owner unless that owner's content is public domain. When sourcing content, the Town shall always give credit to the original entity.
- The Town may not delete negative or inappropriate comments on social media posts; however, comments which are vulgar, profane, derogatory, discriminative, disrespectful or distasteful (or otherwise unsuitable for wide audiences) may be hidden from public view if deemed necessary.



## APPENDIX: CASE STUDIES IN REQUIRED COMMUNICATIONS

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Certain events constitute strict adherence to specific communication tools, as mandated by the Executive Leadership Team. These events are listed below along with the required communications for each. However, the tools that correspond with each of the following events are by no means exhaustive and often should be paired with additional communications, as necessary.

EVENT	COMMUNICATION TOOL(S)	AUDIENCE
Life-threatening emergencies (i.e. an active shooter situation)	Everbridge Notification System alert, press release, website update, and social media posts	All residents / all staff
Water main break	Everbridge Notification System alert, website update, and social media posts	All residents effected / all staff
Capital project(s) update	Public notice(s) and website update(s)	All residents effected
Park noticing or update(s)	Public notice(s) and website update(s)	All residents effected via the Parks Planning Policy (#---)
Solid waste holiday pickup schedule	Code Red alert and website update	All residents