Communicating Your Budget

Friday, August 16, 2024 – 1:30 p.m. to 2:45 p.m.

Regency Ballroom 1

Diplomat Hotel, Hollywood, Florida



Agenda

- Introductions & Opening Remarks
- Best Practices and Lessons Learned
 - Communication Mediums
 - Methods and Messaging
 - What to do for small budget municipalities
- Questions



Introductions

- Shawn Reed, Community Relations Manager, Town of Jupiter
- Candice Temple, Public Media Relations Director, City of Palm Beach Gardens
- Lauren Fatkin, Communications Manager, City of Largo



Shawn Reed, Community Relations Manager, Town of Jupiter



Use All of Your Channels

- Website
- Annual Report
- Social Media
 - Happy Fiscal New Year
 - Budget Breakdown
- Video
- Budget at a Glance
- Town Newsletter

Budget & Financial Planning

Each year, the proposed budget is prepared by the Town's Finance Department for purposes of discussion and evaluation by the Town Council at a series of public workshops, forums, and hearings in the spring and summer. This process typically follows an update of the town's strategic plan, which guides the budget initiatives and programs that should be funded and ends with the adoption of the plan at two public budget hearings in September.

Visit the <u>Town Council Agenda page</u> for a schedule of Town Council meetings, public hearings, workshops, and to view agendas and backup materials. To be notified via email when budget discussions and Town Council meetings are scheduled, and to receive town news, <u>register for the Town's e-news</u>.

Fiscal Year 2025 Fiscal Year 2024 Fiscal Year 2023 Fiscal Year 2022 Budget Amendments

The proposed budget for Fiscal Year 2025 covers October 1, 2024, through September 30, 2025. The Community Investment Program is a five-year program from 2025 to 2029.

Important Dates

June 20 th	Operating Budget Workshop View the Proposed Operating Budget Workshop Presentation	
July 16 th	Set TRIM(preliminary millage rate)	
August 14 th	CIP Budget Workshop	
August 14 th	CRA Budget Workshop	
September 3 rd	First Public Budget Hearing	
September 3 rd	CRA Budget Adoption	
September 19 th	Second (final) Public Hearing	

View the 2024-2025 Jupiter Revenue Manual

Let Graphics Tell the Story

School Roard

37.5%



Fiscal Year 2024 Budget and Community **Investment Program at a Glance**

The Town's fiscal year runs from October 1 through September 30, and the Town's annual budget is approved in September every year. The Town has seven funds that make up its total annual budget. The largest of these funds is the General Fund, which supports the general operations of the Town. The Town also maintains a Community Investment Program (CIP), that is a 5-year capital improvement plan for the Town. It is partially funded by property taxes, and is updated and voted on each year along with the operating budget.



Community Redevelopment Agency (CRA): The CRA in Jupiter manages the area along the coastal and intracoastal waterways from inlet Village south to Coastal Way, including the Riverwalk. The CRA has its own operating and capital improvement budget. Revenues are generated from incremental property taxes, and those revenues must be spent within the CRA boundaries. For more information, visit jupiter.fl.us/CRA.

210 Military Trail, Jupiter, FL 33458 • (561) 746-5134 • jupiter.fl.us

The Town's largest fund is its General Fund, which supports the general operations of the Town.

Where does the money come from?

The Town of Jupiter will collect just over \$71 million in revenues in its General Fund in FY2024. The largest portion of those revenues comes from property taxes, at \$29.7 million. Other sources of revenue for the General Fund include State of Florida revenues. In FY2024, the Town expects to collect \$39.7 million in tax revenues, or about \$3.1 million more than in FY 2023. This is directly related to a 12% increase in property values.



What does the money pay for?

In the General Fund, the largest portion of expenditures is devoted to keeping residents safe. Public Safety represents about 42% of what the Town spends in operating its local government. Other general government services - like Planning and Zoning, Human Resources, the Town Clerk's Office, Finance, IT and Administration - make up about 38% of the General Fund's budget, Culture, Recreation and Parks accounts for about 10% of the General Fund, as does Engineering and Public Works.



Artificial Intelligence Is Your Friend



- Graphic Design
- Writing
- Video
- Voice Overs

Candice Temple, Public Media Relations Director, City of Palm Beach Gardens









million

property

SED 2.3% BOVE LL BACK Approved Millage Rate: 5.55

NO

DEBT

RATE =

.0

TOTAL

RATE =

CHANGE

PROJECT PLAYLIST

for a total of \$12.64 billion

 \$442,000 for parks, irrigation, fencing, netting, sod, court resurfacing, equipment repairs

billion

- \$357,800 for repairs and maintenance to various structures, including roof maintenance
- \$173,000 for parking lot and sidewalk repairs
- \$115,000 for roadway tree trimming and plant replacement
- \$250,000 for annual stormwater repair program
- \$250,000 for canal maintenance and dredging program

PEOPLE'S CHOICE

Summary of findings by the Budget Oversight Review Board

"The City has taken affirmative steps to avoid a tax increase for the FY 2021 Budget. Given the current uncertainty from the COVID-19 pandemic, the BORB was pleased the City reviewed policies, fund balances and budgets and felt confident that a millage increase was not necessary."

BEST ARRANGEMENT

- This year's budget includes funding for Campus Drive Improvements from RCA to PGA Boulevard: \$1.3 million
- Widening existing 5-foot sidewalk to a 12-foot trail on the west side
- Adding a sidewalk and two-way 10-foot bike trail with a 2-foot raised separator on the east side
- Provide crosswalks to RCA Boulevard
- Place a roundabout at Fairchild Gardens Avenue
- Installation of a turn lane northbound turning east on PGA Boulevard

BEST GROUP PERFORMANCE: PERSONNEL COSTS

\$85.8 million / 539 Full-time positions (up 7)

Per 1,000 population:

FY 2007 FY 2021 (514 positions) 10.41 (539 positions) 9.6

TEN-YEAR FINANCIAL FORECAST

- Maintains operating millage flat at 5.55 through FY 2029
- No debt service millage
- Unassigned reserves estimated at \$26M in FY 2021
- While expenses have been more than anticipated, revenues have also exceeded projections, resulting in increased reserves going into FY 2021. Contributing Factors:

REVENUES:

- Strong development continues to outpace projections
- Annexations of Bay Hill, Preserve at Bay Hill and Rustic Lakes were not contemplated in City's projection 3 years ago
- > One-time sale of property in Fiscal Year 2019
- > Unanticipated FEMA reimbursements in 2020

EXPENDITURES

- Hurricane Irma costs in Fiscal Year 2018
 Increase for police officers in August 2018
- > Additional officers for annexed areas
- Collective bargaining contracts

Carryover: \$36.899.900

Other Taxes: \$3,565,000

Ad Valorem Taxes: \$69,279,003

Other: \$2,398,100

Z Transfers: \$0

 As a result of conservative revenue estimating policies, the City has been able to offset unplanned and uncontrollable expenditures and increase reserves.



PERSONNEL:

7 NEW POSITIONS TO KEEP UP WITH THE GROWING DEMAND FOR SERVICES

- Two Communications Operators for Northcom Dispatch funded through additional revenue generated by adding Village of Tequesta to NCDC
- One Administrative Specialist III in the Legal Department
- Two Fire Inspectors
- Conversion of part-time Fire Training Instructor to full-time
- One Business Analyst in the Information Technology Department

2020



GENERAL FUND EXPENDITURES: \$134,185,548

Reserves- \$34,652,090	Operating- \$23,962,592
Debt- \$2,290,938	Personnel- \$69,622,805
Eapital- \$3,317,155	💴 Transfers- \$339,968

Can dem

BUDGET'S

GREATEST HITS

SIDE B



Licenses & Permits: \$4,437,000

Intergovernmental: \$5,695,000

📕 User Fees: \$6,611,545

Franchise Fees: \$5,300,000

Find us on Spotify for a City Budget themed playlist! Just visit www.spotify.com or download the app and search "City of Palm Beach Gardens."

FISCAL YEAR 79 BUDGET

SUSTAINABLE BUDGETING: the ability of a government to sustain its current spending, tax and other policies in the long run without threatening government solvency or defaulting on some of its liabilities or promised expenditures.



RESPONSIVE AND FISCALLY SOUND GOVERNMENT

- Funding for six additional police officers has been provided in the General Fund due to the growth of the City, including recent annexations.
- Faced with the potential of losing up to 14 police officers (12% of force) due to the Palm Beach County Sheriff's Office ("PBSO") recruitment of municipal police officers throughout Palm Beach County ("County") at additional increases in salary, the City reopened the salary article of the current collective bargaining agreement and agreed to salary adjustments that will raise salaries to levels comparable to the PBSO.



AT A GLANCE

pbgfl.com

The budget continues to not levy the following user fees

> Utility tax on electric, water, propane and natural gas
 > Collection fees for residential curbside solid waste

ENVIRONMENTAL

Staff will continue to explore

green space and will continue

that encourage preservation of

opportunities for preserving open

growth and development practices

green space. Examples of the City's

successes in this area include the

recent agreement with the County

North County District Park, and the

approval of the Avenir development.

50% (over 2,400 acres) of the total

development as a conservation site

to develop the 82-acre Gardens

which set aside approximately

STEWARDSHIP

- and recycling services
- > Storm water assessments
 > Fire assessments
- No increase in the Communications Service Tax rate of 3.25%, which is less than the maximum of 5.22%, and which has not changed since 2011
- Funding for operational costs of the new Gardens North County District Park athletic fields and facilities currently under construction on the County-owned property has been provided in the General Fund. These facilities are being constructed using the proceeds from the recently enacted one-cent infrastructure sales surtax.
- Funding for the maintenance, repair and operations plan for existing parks and recreation facilities and fields has been provided.
- Funding for various capital improvements, including tennis clubhouse furniture and fixtures (\$300,000); sports lighting retrofits (\$150,000); irrigation pump replacements (\$90,000), golf pavilion (\$71,000); and golf bunker replacement (\$50,000)

PERSONNEL: New Positions

江水之

- 16 Positions approved
- 6 Police Officers
- 1 Police Services Specialist *due to increased demand,
- western growth & annexations
- 3 Maintenance Positions *for new facilities
- 3 Existing part-time Positions being converted to full-time
- 1 Landscape & Development Compliance Officer
- Senior Planner for western development *reimbursed by Avenir

Total Revenues/Sources, General Fund: \$118,774,714



FY 2018/2019 BUDGET PROVIDES SPENDING PLAN TO ACCOMPLISH:

- Funding for additional employees to keep up with increasing demand for services
- Funding for PBA, SEIU and IAFF contracts; adjustments for non-union employees
- Provides \$250,000 (plus \$250,000 grant) for fourth year phase of stormwater renovation/ repairs, \$250,000 for third year of canal maintenance program
- Maintains operating tax rate flat at 5.55; reduces debt rate from .1178 to .0503



- Maintains operating millage flat at 5.55 through FY 2028
- Debt millage reduced to -0- in FY 2020
- General Obligation debt paid off in FY 2019
- Potential additional \$25K homestead exemption is factored beginning in FY 2020
- Gradual drawdown of unassigned reserves to \$18.7M by FY 2023; increasing to \$23M by FY 2028
- Budget stabilization reserves reduced to zero by FY 2020 but increase to \$7.5M by FY 2028
- Use and level of reserves comply with policy

FALL 2018 17





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up with increased workload due to recent

expansion of service area and staffing

One Building Inspector- to keep up with

workload from increasing number of

development projects

PLAYERS AND FANS

Increase in Full-time Positions Compared to Increase in Population (FV07 to FY20)

FY 2007 FY 2020 INCREASE % INCREASE



TRASH

Other Budget Highlights

\$700,000 900,000 1,000,000 500,000 400,000 900,000

Debt Service Mills

.1854

.1733

.1281

.1178

.0000

OTHER FEES AND TAXES What's Next?







- ollowing two public hearings in September 2022, City Council approved the FY23 Operating Budget with three big takeaways:
- A Tax Cut- Your City Council approved a 4.15% reduction of the millage rate to 5.32 mils. That means most homesteaded properties will see a slight reduction in taxes.
- 2. Supporting Growth- We will be building a 6th fire station in 2024. Preparation begins now, as we'll need to fully staff that station. Fire Rescue will do a phased hiring of 21 firefighters. Across other City Departments including Recreation, Golf & the Police Department, we will add 18 positions.
- 3. This year, we've done away with those dull spreadsheets and replaced them with a refreshing way for you to interact with the budget online. It's called OpenGov and it makes navigating the City budget easier and more transparent by using visual data. Visit our website at pbgfl.com/budget.

🌟 THIS YEAR'S BUDGET will support 596 full time positions. That's approximately 9.83 employees per every 1,000 residents.



Aquatic Complex Competition Pool Renovation Project Budget: \$1,100,000

As the Aquatic Complex puts the finishing touches on the new pool that was budgeted last year, the next phase of upgrades to the facility will continue this fiscal year with the renovation of the competition pool. The current vinyl liner of the competition pool is beginning to fail as it is now past its useful life and out of warranty. Cosmetic and functional issues will be remedied with the renovation of the pool, correcting issues of plumbing, chemical usage, leak detection, and circulation. The pool will be completely resurfaced with a more durable Wet Edge product consistent with the Main Pool and the Splash Plaqapound.

"The current vinyl liner of the competition pool has outlived its expected lifespan and is beginning to have cosmetic and functional issues. The resurfacing and renovation will give this 20-year-old pool a much-needed facelift and improvements."







Lake Catherine Bleacher Covers Project Budget: \$400,000 With the brutal Florida sun looking for ways to provide relief to parkgoers. The next shade project is planned for Lake Catherine Sportsplex to provide protection to our residents from the elements. Similar to bleacher covers that can be found at Gardens Park baseball fields, the Sportsplex will soon see these upgrades which are handicap accessible an maintained by the Parks and Grounds staff.

Division Chie

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"This netting project will serve to identify the boundaries of the driving range while protecting golfers from errant shots from the championship course to the range and from the range to the course Golfers will be able to play and practice with a greater sense of security and separation utilizing both amenities simultaneously."

Golf Netting Project Budget: \$187,000

While construction of the new Par 3 golf course at Sandhill Cran continues into early next year, the FY23 budget will fund a much accessory for golf operations. A net will be constructed between golf course and the east side of "The Nest" driving range. The ne keep golf balls within the confines of the driving range and vice course, so that neither has a disruption of play for participants, alleviate potential safety issues with patrons crossing from the driving range and will help with daily collection of golf balls from



"Constant maintenance and significant delays in tracking outdated repair components have led to the decision to replace the bay doors with a modern solution. The new bay doors are hurricane rated and open faster to avoid emergency response delays."

Fire Station 61 Garage Door Replacement Project Budget: \$300,000

In the world of Fire Rescue, response time is everythin of the reasons the garage doors at Fire Station 61 will the next budget year. Upgraded doors will open signi avoid emergency response delays and are designed parts which in-turn will require less maintenance. Th suffer from constant maintenance to significant dela correct repair components for outdated equipment w led to the decision. The new modern solution is a bay that can withstand up to 175 mph hurricane winds.

For full details on the City's budget, visit our website at www.pbgfl.com/budget.

FILL DESCEL

these blea covers will provide relief from the hot Florida sun while patrons er

> "We have outgrown our six pickleball courts and our members are enjoying the game as the sport is growing like crazy! We saw it fit to add some new courts since we have the adequate amount of land to do that now!





Signature

dens

This storage facility will extend the longevity and usefulness of the vehicle by removing it from the elements that could cause damage." Relignment time and sequences and an annual sequences and an annual Relignment is used in the New Market Sector Sector Sector Relignment is used and sector sequences and sector set and sequences and sector sequences and sector relignment is used and sector sector sequences and relignment is used and sector sector sector relignment is used and sector sector relignment is used and sector sector sector relignment is used and sector sector sector relignment is used and sector sector constraints relignment is used and sector sector sector relignment is used and sector relignment is

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City's Budget Will Sustain Quality of Life for Residents

Written and Photographed by Candice Temple

Mary Circle/Dania Drive Potable Water

U.S. HUD Community Development Block Grant, General Fund for Capital Improvement & Gas Tax Fund



"Coordination between the City Engineering & Planning and Zoning Departments will allow local neighborhoods to have access to much needed infrastructure, including potable water." - Olivia Ellison, Planner Mary Circle and Dania Drive have long needed infrastructure improvements. These neighborhoods are still served by well water and a septic system on undersized lots. The project includes providing potable water to the Mary Circle and Dania Drive communities. Right of way acquisition from the Palm Beach County and private residents is required and the roads will be repaved to the City's standard. Project Budget: \$1,162,290

Strong Stable

Gardens Park Baseball

Funded by General Fund for Facilities Repair & Maintenance This year's budget will allow the City to complete its field renovations at Gardens Park with the



"In response to the input gathered in the recent Resident Survey, the renovation plans are being geared to provide the community the programming they are looking for."

- Charlotte Presensky, Leisure Services Administrator

"Parks improve our psychological and physical health all while strengthening our sense of community connectivity."

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- Jennifer Nelli, Operations Manager



"Youth sports is an important part of what makes Palm Beach Gardens a special place. When you visit these fields, you see and feel the investment." - Cory Wilder, Director of Public Services

renovation to Fields 1 & 2. The renovation includes removal of existing turfgrass and replace with latitude 36 bermuda grass, improve irrigation, lasergrade the clay infield, and replace existing warning track with crushed red brick. tournaments, which

Since the Klock soccer fields were relocated to The Gardens North County District Park a few years ago, Gardens Park has flourished as a premier baseball facility hosting countless



bring significant economic benefits to the community, and allows our homegrown youth athletes the opportunity to train and play in world class facilities. **Project Budget:** \$174,400

Burns Road Community Center Renovations Funded by Recreation Impact Fees

With construction of a new pool and Aquatic buildings underway, this year's budget will see additional renovations and expansion of the Burns Road Community Center. The facility has been the heart of the communi opening its doors in 1983. Ann the department serves over 9 participants in all programs, r which are held in the commu BRCC hosts everything from games and dance lessons to Lilac Dog Park- K9 tournaments and sits on San Synthetic Grass

In 2006, a limited renovativ

existing areas and expansion to add a gym and locker rooms occurred. Once again, BRCC will be given a lifesaving breath to prepare it to serve another generation.

reas of the facility have "We expect to improve the overall environment for the dogs and the patrons

result in less down time for neral Fund for Capital maintenance and inclement If you are a dog parent looking to socialize your

park more user friendly, he Parks & Ground limize closures, as well ; prove drainage, impr on spends \$10,000 a r replacing sod at Lilac itation, and will make Dog Park. The dog park is the park a more enjoyable id for 2-3-week periods rience for its users. each year to perform such Project Budget: \$175,000

"Our goals are to improve water quality control and storage availability so proper draining occurs and flooding

pooch, you have probably

spent some time at Lilac

Dog Park. In this budget

year, the park will see some

rovements that will

Maintenance

Staff began the proce

eloping a storm

ogram in 2015 when

epair and reno

Stormwater/Canal eplacement of pipes and Funded by General Fund

tructures. With that, th ity got right to wor

t 20 years ago wit

e of \$5 millio

The City's workforce ble with this year's dget supporting 550 ull time positions. The oximately nine yees per every 1, dents. Eleven posit thetic turf will make t re added to fund an

OTHER BUDGET

IGHLIGHTS

tional police officer

port the Traffic Unit Fire Plans Examiner to ep up with the pace of new development icts coming to the City, an Emergency Vehicli achnician (EVT) mechani provide in-house ntenance on fire resp paratus, a Director of

sility to implement ents and sever itions in the Golf se Special Revenue id to support the new rse being added at capital projects that

Lauren Fatkin, Communications Manager, City of Largo



COMMUNICATING THE BUDGET

Telling the story through engagement



2024 FLC ANNUAL CONFERENCE



FY 2025 City Manager's Proposed Annual Budget

FY 2025 Proposed Annual Budget

Jul 08



BUDGET





WAYSTO ENGAGE

- Rack Cards
- Budget-in-Brief
- Accomplishment Video
- Yard Signs
- Templated Pieces
- Digital
 - Website
 - Social Media
 - eNews
 - Digital Displays

PUBLIC HEALTH AND SAFETY Build a community of safe & healthy neighborhoods





SURVE

FOR A CHANCE TO

WIN A \$25 GIFT CARD

Share your priorities for City spending.

Survey closes July 25.

Performing Arts Recreation Center Facility Improvements

Improven

Ensure the health, safety and community through effective



Additional Public Lift Station Safety Personnel Resilience Imp

> COMMUNIT Develop an active & interc



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Using a QR Code



Questions???

