

ORDINANCE NO.

FILE OF CITY COUNCIL

BILL NO. 28 - 2017

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APRIL 19, 2017

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AN ORDINANCE

Amending the 2017 General Fund Budget to amend the revenue account 000-6191 – Lights in the Parkway – Admissions and expense account 000-08-0709-0008-50 – Others Services and Charges in the amount of Ten Thousand (\$10,000) Dollars to properly budget for the credit cards fees for processing ticket sales.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ALLENTOWN:

SECTION ONE: That City Council authorizes an increase to the unappropriated balance of the 2017 General Fund in the amount of Ten Thousand (\$10,000) Dollars as follows:

<b>000-6191</b>	<b>Lights In The Parkway – Admissions</b>	<b>\$10,000</b>
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SECTION TWO: That City Council authorizes a supplemental appropriation from the unappropriated balance of the General Fund as follows:

**Department of Parks and Recreation**  
**Lights In The Parkway**

<b>000-08-0709-0008-50</b>	<b>Other Services and Charges</b>	<b>\$10,000</b>
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SECTION THREE: That this Ordinance will take effect ten (10) days after final passage.

SECTION FOUR: That all Ordinances inconsistent with the above provisions are repealed to the extent of their inconsistency.

**What Department or bureau is Bill originating from? Where did the initiative for the bill originate?**

Department of Parks & Recreation. This bill is to properly account for credit card fees for processing ticket sales for Lights in the Parkway.

- **Summary and Facts of the Bill**

In accepting credit cards as part of Lights in the Parkway, the City has worked with a vendor that places the credit card fees on the end-user (ticket purchaser); however, this needs to be accounted for as an impact on city revenue and expenditures.

- **Purpose – Please include the following in your explanation:**

- **What does the Bill do – what are the specific goals/tasks the bill seek to accomplish**
- **What are the Benefits of doing this/Down-side of doing this**
- **How does this Bill related to the City's Vision/Mission/Priorities**

The goal is to correctly account for credit card fees as part of Lights in the Parkway ticket sales. In estimating for 2017's budget revenue and expenditures, the credit card fees were not added into either stream. Net revenue was estimated, not gross revenue. For accounting purposes, this adjustment will provide the city with a true "cost" of accepting credit cards.

- **Financial Impact – Please include the following in your explanation:**

- **Cost (Initial and ongoing)**
- **Benefits (initial and ongoing)**

Cost: increase revenue by \$10,000

Cost: increase expenditures by \$10,000 in the Lights in the Parkway Other Services & Charges account. This is an estimate of the amount of fees that will be incurred in taking credit cards at Lights in the Parkway during the 2017 season. Adjustments may need to be made in future years, if credit card sales become more and more popular.

- **Funding Sources – Please include the following in your explanation:**

- **If transferring funds, please make sure bill gives specific accounts; if appropriating funds from a grant list the agency awarding the grant.**

000-08-0709-0008-50 (expenditures \$10,000 line item)  
000-6191 (revenue increase by \$10,000)

- **Priority status/Deadlines, if any**

Would like the budget adjustment made prior to the start of the Lights in the Parkway season in November 2017.

- **Why should Council unanimously support this bill?**

Credit card sales facilitate ease of attendance to Lights in the Parkway for many people who do not carry cash on them; credit card sales processing online allows the city to collect email addresses and contact information to better market Lights in the Parkway in future years; this bill results in a \$0 net change to the budget, simply accounts for the fees that are charged to ticket purchases for Lights in the Parkway.