

**DDA APPROVED BUDGET FISCAL
YEAR 2020_21 BUDGET
Top Line Report**

Updated 09/092020 11:44am	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21
Revenues:			
AD VALOREM TAXES & INTR.	1,099,498	1,100,631	1,232,047
SPONSORSHIP RAISED	41,000	62,350	0
Total Revenues	1,140,498	1,162,981	1,232,046
Expenditures			
DEVELOPMENT DDA DISTRICT ECONOMY			
TOTAL MARKETING DDA DISTRICT	292,500	317,330	302,500
ECONOMIC VITALITY / DEVELOPMENT	31,500	25,123	39,000
PLACEMAKING/CLEAN AND SAFE	302,412	298,000	338,120
DDA DISTRICT Grants	0	30,000	0
TOTAL BUSINESS DEVELOPMENT	626,412	670,453	679,620
Payroll Expenses	334,536	310,602	364,481
Operational Expenses	79,310	89,313	80,400
Office Expenses	96,376	84,588	99,816
Capital Expenditure	3,800	15,000	0
Total Office/Administrative	514,022	499,503	544,696
Total Revenues	1,140,498	1,162,981	1,232,046
Less Total Expenses	1,140,434	1,169,956	1,224,316
Funds Allocated Brought Forward from Previous Finacial Year			
Net Income for year	64	(6,975)	7,730
Raised Revenues - Private			
SPONSORSHIP RAISED	41,000	62,350	0
IN KIND REVENUES	0	0	0
Total Raised Revenues	41,000	62,350	0

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Updated 09/24/20 9am			
A Revenue & Expenses	2	3	4
	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21
REVENUES			
AD VALOREM TAXES & INTR.			
1 Ad Valorem Taxes	1,099,268	1,099,268	1,232,047
2 Interest earned	230	1,363	0
3 AD VALOREM TAXES & INTR.	1,099,498	1,100,631	1,232,047
SPONSORSHIP RAISED			
4 Sponsorship Income - Marketing	0	27,975	0
5 Miscellaneous Income	0	3,225	0
6 Downtown Guide Book Income	26,000	16,150	0
7 Howard Alan Events	15,000	15,000	0
8 SPONSORSHIP RAISED	41,000	62,350	0
Provision of Uncollectible Receivable			
9 TOTAL REVENUES	1,140,498	1,162,981	1,232,047
Expenditures			
DEVELOPMENT DDA DISTRICT ECONOMY			
MARKETING DDA DISTRICT TOTAL			
10 Downtown Guide Book	24,000	24,372	18,000
11 Visitor Info. Centre Operations Costs	0	0	
12 Visit Florida Welcome Centers	1,500	457	500
13 Website Design & Update	12,000	12,000	15,000
14 Public Relations & Communication	35,000	38,000	40,000
15 Digital Signage & Misc Advertising	20,000	22,000	25,000
16 DDA Program Marketing Totals	200,000	220,500	204,000
17 TOTAL MARKETING DDA DISTRICT	292,500	317,330	302,500
18 ECONOMIC VITALITY / DEVELOPMENT	31,500	25,123	39,000
19 PLACEMAKING/CLEAN AND SAFE	302,412	298,000	338,120
20 TOTAL DEVELOPMENT DDA DISTRICT ECONOMY	626,412	640,453	679,620
DDA DISTRICT Grants			
21 Pineapple Grove - District funding	0	0	
22 West Atlantic/The SET	0	0	
23 COVID-19 Reopening Assistant Grant		30,000	0
24 TOTAL DDA DISTRICT GRANTS	0	30,000	0
25 TOTAL BUSINESS DEVELOPMENT	626,412	670,453	679,620
Expenditures Office/Administrative			
26 DDA Payroll	265,575	253,148	287,692
27 P/R Taxes,SUTA,FUTA	21,261	19,956	22,161
28 Health Insurance	31,000	24,611	30,708
29 Worker's Comp. Ins	2,100	1,528	2,100
30 Retirement	14,600	11,359	21,820
31 Payroll Expenses	334,536	310,602	364,481
32 Independent Contractor	12,960	25,670	22,000
33 External Audit Fees	10,000	10,500	10,500
34 Bookkeeping & Payroll Svcs	7,810	8,639	7,024
35 Dues, Subscriptions	4,500	4,520	4,520
36 Board Liability Ins + Office Contents	14,800	8,353	8,400
37 Property Appraiser Fee	7,740	7,914	7,856
38 Meetings, Conferences, Training	15,000	15,217	13,600
39 Legal Fees	6,500	8,500	6,500
40 Operational Expenses	79,310	89,313	80,400
41 Car allowance	3,000	3,000	3,000
42 Phones	3,120	3,510	3,640
43 Office Supplies & repairs etc	14,000	25,000	20,976
44 Postages & Printing	500	4,155	1,500
45 Office rental	75,756	48,922	70,700
46 Office Expenses	96,376	84,588	99,816
47 Capital Expenditure	3,800	15,000	
48 Total Office/Administrative	514,022	499,503	544,696
49 Total Revenues	1,140,498	1,162,981	1,232,047
50 Less Total Expenses	1,140,434	1,169,956	1,224,316
51 Less Bad Debt			
Funds Allocated Brought Forward from Previous Fincial Year			
52 Net Income for year	64	(6,975)	7,731
53 Net Income without COVID-19 Reopening Assistant Grant		23,025	
54 In Kind Revenues			
55			

Updated 09/24/20 9am	2	3	4
B	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21
MARKETING DDA DISTRICT TOTAL			
DDA BUSINESS PROGRAM MARKETING			
CREATIVE & BROCHURE PRINTING			
1 All Creative	25,000	33,000	30000
2 Printing - Brochure	4,000	4,200	4000
3 TOTAL CREATIVE & BROCHURE PRINTING	29,000	37,200	34,000
4 LOCAL PRINT ADVERTISING			
5 Newspapers	3,500	1,900	2000
6 TOTAL LOCAL PRINT ADVERTISING	3,500	1,900	2,000
7 INTERNET ADVERTISING			
8 Social Media & Online advertising	36,000	37,000	36000
9 TOTAL INTERNET ADVERTISING	36,000	37,000	36,000
10 MEDIA ADVERTISING			
11 TV Commercial advertising	12,000	13,000	8000
12 Video Production	12,000	12,000	15000
13 TOTAL MEDIA ADVERTISING	24,000	25,000	23,000
14 TOTAL MONTHLY CAMPAIGN	92,500	101,100	95,000
15 LOCAL/REGIONAL/NTL PUBLICATIONS			
16 Delray Beach Magazine	0	0	0
17 Boca Magazine	2,000	2,000	0
18 Other Publications	3,500	3,000	3000
19 Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	5,000	4,400	4000
20 Vistit Florida Annual Trav. Magazine/Coop	0	0	4000
21 TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	10,500	9,400	11,000
22 DOWNTOWN PROGRAMS and EVENTS	96,000	110,000	98,000
23 Marketing Expense Miscellaneous	1,000	0	
24 DDA Program Marketing Totals	200,000	220,500	204,000
25 LESS EXPS - SPONSOR TO BE RAISED	41,000	62,350	0
TOT MARKETING DDA DISTRICT EXPENSES BUDGET	159,000	158,150	204,000

**ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT
FISCAL YEAR 2020_2021 BUDGET**

	Updated 09/24/20 9am	2	3	4
	C ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21
	DETAIL ITEMS			
1	Downtown Connection Newsletter	0		
2	Annual Report	4,000	4,128	3000
3	Email Messaging (B2B)	5,000	5,000	4000
4	Economic Development Brochure	0	495	2000
5	Pedestrian Count, Employee Counts, Nighttime Economy impact	3,000	0	
6	Research/Shop Ability Implementation - Short, Medium, Long Term recommendations	12,000	8,000	23000
7	Visitor Information Center	7,500	7,500	7000
	TOTAL ECONOMIC VITALITY	31,500	25,123	39,000

**PLACEMAKING CLEAN AND SAFE
FISCAL YEARY 2020-21**

	Updated 09/24/20 9am	2	3	4
	D PLACEMAKING FY17/18 BUDGET	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21
	DETAIL ITEMS			
1	Banner Management	15,556	15,556	20,560
2	Decorative Lighting Annual program	18,556	18,556	35,560
3	Holiday Lighting	46,500	46,688	36,000
4	Downtown Safety Ambassador Program	210,500	205,000	210,000
5	Downtown Parking	800	0	
6	Signage and Kiosks	1,500	3,200	0
7	Downtown Beautification - Parklets/ Amenities/Public Art	9,000	9,000	36,000
	TOTAL PLACEMAKING	302,412	298,000	338,120