

**DDA PROPOSED BUDGET FISCAL
YEAR 2021_22 BUDGET
Top Line Report Approved**

approved 9.23.21	Final 2019_20	Amended Budget 2020_21	Approved Budget 2021_22
REVENUES			
AD VALOREM TAXES & INTR.	1,118,193	1,234,167	1,242,688
SPONSORSHIP RAISED	67,350	23,700	0
TOTAL REVENUES	1,185,543	1,257,867	1,242,688
EXPENDITURE			
DEVELOPMENT DDA DISTRICT ECONOMY			
TOTAL MARKETING DDA DISTRICT	322,226	336,400	313,900
ECONOMIC VITALITY/ DEVELOPMENT	20,130	41,135	30,135
PLACEMAKING/CLEAN AND SAFE	283,099	346,930	329,000
TOTAL DDA DISTRICT GRANTS	25,000	0	10,000
TOTAL BUSINESS DEVELOPMENT	650,455	724,465	683,035
Payroll Expenses	305,083	344,510	363,945
Operational Expenses	91,780	81,090	85,594
Office Expenses	82,319	103,520	104,592
Capital Expenditure	14,724	0	0
Total Office/Administrative	493,906	529,120	554,131
Total Revenues	1,185,543	1,257,867	1,242,688
Less Total Expenses	1,144,361	1,253,585	1,237,166
Funds Allocated Brought Forward from Previous Financial Year	0	0	0
Net Income for year	41,182	4,282	5,522
Raised Revenues - Private			
SPONSORSHIP RAISED	67,350	23,700	0
IN KIND REVENUES	0	0	0
Total Raised Revenues-Private	67,350	23,700	0

DDA FY21_22 BUDGET DRAFT - SUMMARY PAGE A

Approved 9.23.21	1	2	3
A	Final	Amended	Approved
Revenue & Expenses	2019_20	Budget	Budget
		2020_21	2021_22
REVENUES			
AD VALOREM TAXES & INTR.			
1 Ad Valorem Taxes	1,115,923	1,232,047	1,240,568
2 Interest earned	2,270	2,120	2,120
3 AD VALOREM TAXES & INTR.	1,118,193	1,234,167	1,242,688
SPONSORSHIP RAISED			
4 Sponsorship Income - Marketing	30,475	20,700	
5 Miscellaneous Income	3,225	3,000	
6 Downtown Guide Book Income	18,650	0	
7 Howard Alan Events	15,000	0	
8 SPONSORSHIP RAISED	67,350	23,700	0
Provision of Uncollectible Receivable		0	
9 TOTAL REVENUES	1,185,543	1,257,867	1,242,688
EXPENDITURE			
DEVELOPMENT DDA DISTRICT ECONOMY			
MARKETING DDA DISTRICT TOTAL			
10 Downtown Guide Book	24,493	18,000	18,000
11 Visitor Info. Centre Operations Costs	0	0	
12 Visit Florida Welcome Centers	457	500	400
13 Website Design & Update	11,863	15,000	15,000
14 Public Relations & Communication	45,750	40,000	40,000
15 Digital Signage & Misc Advertising	20,549	30,000	20,000
16 DDA Program Marketing Totals	219,114	232,900	220,500
17 TOTAL MARKETING DDA DISTRICT	322,226	336,400	313,900
18 ECONOMIC VITALITY / DEVELOPMENT	20,130	41,135	30,135
19 PLACEMAKING/CLEAN AND SAFE	283,099	346,930	329,000
20 TOTAL DEVELOPMENT DDA DISTRICT ECONOMY	625,455	724,465	673,035
DDA DISTRICT Grants			
21 Pineapple Grove - District funding	0	0	0
22 West Atlantic/The SET	0	0	0
23 COVID-19 Reopening Assistant Grant	25,000	0	0
24 TOTAL DDA DISTRICT GRANTS	25,000	0	10,000
25 TOTAL BUSINESS DEVELOPMENT	650,455	724,465	683,035
Expenditures			
Office/Administrative			
26 DDA Payroll	251,163	281,810	294,391
27 P/R Taxes,SUTA,FUTA	19,489	22,000	23,466
28 Health Insurance	21,644	28,100	33,588
29 Worker's Comp, Ins	1,428	2,100	1,580
30 Retirement	11,359	10,500	10,920
31 Payroll Expenses	305,083	344,510	363,945
32 Independent Contractor	25,267	22,200	22,000
33 External Audit Fees	10,500	11,000	11,500
34 Bookkeeping & Payroll Svcs	7,456	7,210	10,854
35 Dues, Subscriptions	5,651	4,520	5,000

DDA FY21_22 BUDGET DRAFT - SUMMARY PAGE A

Approved 9.23.21		1	2	3
A		Final	Amended	Approved
Revenue & Expenses		2019_20	Budget	Budget
			2020_21	2021_22
36	Board Liability Ins + Office Contents	8,353	8,640	8,640
37	Property Appraiser Fee	7,914	7,420	7,500
38	Meetings, Conferences, Training	14,850	13,600	13,600
39	Legal Fees	11,789	6,500	6,500
40	Operational Expenses	91,780	81,090	85,594
41	Car allowance	3,000	3,000	3,600
42	Phones	3,397	5,560	5,560
43	Office Supplies & repairs etc	29,015	22,700	21,000
44	Postages & Printing	3,822	1,560	1,600
45	Office rental	43,085	70,700	72,832
46	Office Expenses	82,319	103,520	104,592
47	Capital Expenditure	14,724	0	
48	Total Office/Administrative	493,906	529,120	554,131
49	Total Revenues	1,185,543	1,257,867	1,242,688
50	Less Total Expenses	1,144,361	1,253,585	1,237,166
51	Less Bad Debt	0	0	0
52	Funds Allocated Brought Forward from Previous Financial Year	0	0	0
53	Net Income for year	41,182	4,282	5,522
54	Net Income without COVID-19 Reopening Assistant Grant	66,182		
55	In Kind Revenues	0	0	0

**Marketing and Programs
FISCAL YEAR 2021_2022 BUDGET**

		1	2	3
B		Final	Amended	Approved
MARKETING DDA DISTRICT TOTAL		2019_20	Budget	Budget
			2020_21	2021_22
DDA BUSINESS PROGRAM MARKETING				
CREATIVE & BROCHURE PRINTING				
1	All Creative	37,201	41,300	38,000
2	Printing - Brochure	5,034	4,000	4,000
3	TOTAL CREATIVE & BROCHURE PRINTING	42,235	45,300	42,000
LOCAL PRINT ADVERTISING				
5	Newspapers	2,595	2,000	1,500
6	TOTAL LOCAL PRINT ADVERTISING	2,595	2,000	1,500
INTERNET ADVERTISING				
8	Social Media & Online advertising	27,112	36,000	36,000
9	TOTAL INTERNET ADVERTISING	27,112	36,000	36,000
MEDIA ADVERTISING				
11	TV Commercial advertising	8,361	8,000	6,000
12	Video Production	11,875	15,000	9,000
13	TOTAL MEDIA ADVERTISING	20,236	23,000	15,000
14	TOTAL MONTHLY CAMPAIGN	92,178	106,300	94,500
LOCAL/REGIONAL/NTL PUBLICATIONS				
16	Delray Beach Magazine	0	5,250	3,000
17	Boca Magazine	2,000	5,250	
18	Other Publications	1,505	9,100	6,000
19	Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	4,400	0	
20	Visit Florida Annual Trav. Magazine/Coop	0	4,000	4,500
21	TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	7,905	23,600	13,500
DOWNTOWN PROGRAMS and EVENTS				
22	DOWNTOWN PROGRAMS and EVENTS	119,031	103,000	112,500
23	Marketing Expense Miscellaneous	0	0	
24	DDA PROGRAM MARKETING TOTALS	219,114	232,900	220,500
25	LESS EXPS - SPONSOR TO BE RAISED	67,350	23,700	0
26	TOT MARKETING DDA DISTRICT EXPENSES BUDGET	286,464	256,600	220,500

**ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT
FISCAL YEARY 2021_2022 BUDGET**

Approved 9.23.21		1	2	3
C	ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Final 2019_20	Amended Budget 2020_21	Approved Budget 2021_22
	DETAIL ITEMS			
1	Downtown Connection Newsletter	0	0	
2	Annual Report	4,128	3,195	3,195
3	Email Messaging (B2B)	5,920	5,940	5,940
4	Economic Development Brochure	495	2,000	2,000
5	Pedestrian Count, Employee Counts, Nighttime Economy impact	0	0	
6	Research/Shop Ability: Implementation - Short, Medium, Long Term recommendations	1,485	23,000	12,000
7	Visitor Information Center	8,102	7,000	7,000
	TOTAL ECONOMIC VITALITY	20,130	41,135	30,135

**PLACEMAKING CLEAN AND SAFE
FISCAL YEARY 2021_2022 BUDGET**

Approved 9.23.21		1	2	3
	<u>D</u> PLACEMAKING FY20/21 BUDGET	Final 2019_20	Amended Budget 2020_21	Approved Budget 2021_22
	DETAIL ITEMS			
1	Banner Management	22,736	20,560	20,000
2	Decorative Lighting Annual program	13,920	43,570	43,000
3	Holiday Lighting	46,688	36,800	36,000
4	Downtown Safety Ambassador Program	194,863	210,000	225,000
5	Downtown Parking	0	0	0
6	Signage and Kiosks	3,339	0	0
7	Downtown Beautification - Murals/ Amenities/Public Art	1,553	36,000	5,000
	TOTAL PLACEMAKING	283,099	346,930	329,000