

**DOWNTOWN DEVELOPMENT AUTHORITY APPROVED BUDGET PROPSAL  
FINANCIAL YEAR 2019-2020  
Top Line Report**

9/9/19	Approved Budget 2018_19	Approved Amended Budget 2018_19	Approved Budget 2019_20
<b>Revenues:</b>			
AD VALOREM TAXES & INTR.	1,039,547	1,039,547	1,100,611
SPONSORSHIP RAISED	45,025	97,520	41,000
<b>Total Revenues</b>	<b>1,084,572</b>	<b>1,137,067</b>	<b>1,141,611</b>
<b>Expenditures</b> <b>DEVELOPMENT DDA DISTRICT</b> <b>ECONOMY</b>			
TOTAL MARKETING DDA DISTRICT	316,499	387,864	292,500
ECONOMIC VITALITY / DEVELOPMENT	41,498	24,412	31,500
PLACEMAKING/CLEAN AND SAFE	296,257	291,902	302,412
DDA DISTRICT FUNDING	10,000	5,000	0
<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>664,254</b>	<b>709,179</b>	<b>626,412</b>
Payroll Expenses	312,499	315,197	334,536
Operational Expenses	57,289	53,947	79,310
Office Expenses	45,963	47,262	96,376
Capital Expenditure	0	3,500	3,800
<b>Total Office/Administrative</b>	<b>415,751</b>	<b>419,906</b>	<b>514,022</b>
<b>Total Revenues</b>	<b>1,084,572</b>	<b>1,137,067</b>	<b>1,141,611</b>
<b>Less Total Expenses</b>	<b>1,080,005</b>	<b>1,129,085</b>	<b>1,140,434</b>
Funds Allocated Brought Forward from Previous Financial Year	0	0	0
<b>Net Income for year</b>	<b>4,567</b>	<b>7,982</b>	<b>1,177</b>
<b>Raised Revenues - Private</b>			
SPONSORSHIP RAISED	45,025	97,520	41,000
IN KIND REVENUES	0	68,201	0
<b>Total Raised Revenues</b>	<b>45,025</b>	<b>165,721</b>	<b>41,000</b>

**APPROVED FY2019\_20 BUDGET - SUMMARY PAGE A**

9/9/19		1	2	4
<b>A</b>				
<b>Revenue &amp; Expenses</b>		<b>Approved Budget 2018_19</b>	<b>Approved Amended Budget 2018_19</b>	<b>Approved Budget 2019_20</b>
<b>REVENUES</b>				
<b>AD VALOREM TAXES &amp; INTR.</b>				
1	Ad Valorem Taxes	1,039,339	1,039,339	1,100,611
2	Interest earned	208	208	-
3	<b>AD VALOREM TAXES &amp; INTR.</b>	<b>1,039,547</b>	<b>1,039,547</b>	<b>1,100,611</b>
<b>SPONSORSHIP RAISED</b>				
4	Sponsorship Income - Marketing	0	31,040	-
5	Miscellaneous Income	0	25,230	-
6	Downtown Guide Book Income	27,025	23,250	26,000
7	Howard Alan Events	18,000	18,000	15,000
8	<b>SPONSORSHIP RAISED</b>	<b>45,025</b>	<b>97,520</b>	<b>41,000</b>
9	<b>TOTAL REVENUES</b>	<b>1,084,572</b>	<b>1,137,067</b>	<b>1,141,611</b>
<b>Expenditures</b>				
<b>DEVELOPMENT DDA DISTRICT</b>				
<b>ECONOMY</b>				
<b>MARKETING DDA DISTRICT TOTAL</b>				
10	Downtown Guide Book	26,582	29,582	24,000
11	Visitor Info. Centre Operations Costs	0	0	-
12	Visit Florida Welcome Centers	3,045	3,210	1,500
13	Website Design & Update	14,000	14,000	12,000
14	Public Relations & Communication	28,000	28,000	35,000
15	Digital Signage & Misc Advertising	28,500	28,500	20,000
16	<b>DDA Program Marketing Totals</b>	<b>216,372</b>	<b>284,572</b>	<b>200,000</b>
17	<b>TOTAL MARKETING DDA DISTRICT</b>	<b>316,499</b>	<b>387,864</b>	<b>292,500</b>
18	<b>ECONOMIC VITALITY / DEVELOPMENT</b>	<b>41,498</b>	<b>24,412</b>	<b>31,500</b>

**APPROVED FY2019\_20 BUDGET - SUMMARY PAGE A**

	9/9/19	1	2	4
	<b>A</b>			
	<b>Revenue &amp; Expenses</b>	<b>Approved Budget 2018_19</b>	<b>Approved Amended Budget 2018_19</b>	<b>Approved Budget 2019_20</b>
19	<b>PLACEMAKING/CLEAN AND SAFE</b>	<b>296,257</b>	<b>291,902</b>	<b>302,412</b>
20	<b>TOTAL DEVELOPMENT DDA DISTRICT ECONOMY</b>	<b>654,254</b>	<b>704,179</b>	<b>626,412</b>
	<b>DDA DISTRICT FUNDING</b>			
21	Pineapple Grove - District funding	5,000	5,000	-
22	West Atlantic/(xxThe SET)	5,000	0	-
23	<b>TOTAL DDA DISTRICT GRANTS</b>	<b>10,000</b>	<b>5,000</b>	<b>-</b>
24	<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>664,254</b>	<b>709,179</b>	<b>626,412</b>
	<b>Expenditures Office/Administrative</b>			
25	DDA Payroll	249,501	253,335	265,575
26	P/R Taxes,SUTA,FUTA	19,436	19,441	21,261
27	Health Insurance	26,040	27,870	31,000
28	Worker's Comp. Ins	2,100	1,082	2,100
29	Retirement	15,422	13,470	14,600
30	<b>Payroll Expenses</b>	<b>312,499</b>	<b>315,197</b>	<b>334,536</b>
31	Independent Contractor	2,000	(2,000)	12,960
32	External Audit Fees	10,000	10,000	10,000
33	Bookkeeping & Payroll Svcs	7,914	6,797	7,810
34	Dues, Subscriptions	4,000	4,000	4,500
35	Board Liability Ins + Office Contents	7,795	6,031	14,800
36	Property Appraiser Fee	7,080	6,620	7,740
37	Meetings, Conferences, Training	12,000	16,000	15,000
38	Legal Fees	6,500	6,500	6,500
39	<b>Operational Expenses</b>	<b>57,289</b>	<b>53,947</b>	<b>79,310</b>
40	Car allowance	3,000	3,000	3,000
41	Phones	6,543	2,527	3,120

**APPROVED FY2019\_20 BUDGET - SUMMARY PAGE A**

	9/9/19	1	2	4
	<b><u>A</u></b>			
	<b>Revenue &amp; Expenses</b>	<b>Approved Budget 2018_19</b>	<b>Approved Amended Budget 2018_19</b>	<b>Approved Budget 2019_20</b>
42	Office Supplies & repairs etc	13,000	12,915	14,000
43	Postages & Printing	1,800	600	500
44	Office rental (inclusive of electric, water, trash)	21,620	28,220	75,756
45	<b>Office Expenses</b>	<b>45,963</b>	<b>47,262</b>	<b>96,376</b>
46	<b>Capital Expenditure</b>		3,500	3,800
47	<b>Total Office/Administrative</b>	<b>415,751</b>	<b>419,906</b>	<b>514,022</b>
48	<b>Total Revenues</b>	<b>1,084,572</b>	<b>1,137,067</b>	<b>1,141,611</b>
49	<b>Less Total Expenses</b>	<b>1,080,005</b>	<b>1,129,085</b>	<b>1,140,434</b>
50	<b>Less Bad Debt</b>		0	
51	from Previous Finacial Year		0	
52	<b>Net Income for year</b>	<b>4,567</b>	<b>7,982</b>	<b>1,177</b>
53	<b>In Kind Revenues</b>		<b>68,201</b>	

**APPROVED**  
**Marketing and Advertising Summary**  
**FY 2019\_20**

	9/9/19	1	2	3
		<b>Approved Budget 2018_19</b>	<b>Approved Amended Budget 2018_19</b>	<b>Approved Budget 2019_20</b>
	<b>MARKETING DDA DISTRICT TOTAL</b>			
	<b>DDA BUSINESS PROGRAM MARKETING</b>			
3	TOTAL CREATIVE & BROCHURE PRINTING	29,500	31,500	29,000
6	TOTAL LOCAL PRINT ADVERTISING	6,340	6,540	3,500
9	TOTAL INTERNET ADVERTISING	28,000	34,000	36,000
13	TOTAL MEDIA ADVERTISING	26,795	28,795	24,000
14	<b>TOTAL MONTHLY CAMPAIGN</b>	<b>90,635</b>	<b>100,835</b>	<b>92,500</b>
21	TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	15,737	16,237	10,500
22	DOWNTOWN PROGRAMS and EVENTS	216,372	284,572	200,000
24	<b>DDA Program Marketing Totals</b>	<b>216,372</b>	<b>284,572</b>	<b>200,000</b>
25	<b>LESS EXPS - SPONSOR TO BE RAISED</b>	(45,025)	(97,520)	0
26	<b>TOT MARKETING DDA DISTRICT EXPENSES BUDGET</b>	<b>171,347</b>	<b>187,052</b>	<b>200,000</b>

**APPROVED FY2019\_2020 BUDGET - MARKETING SHEET B**

9/9/19	1	2	3
<b>B</b>	<b>Approved Budget 2018_19</b>	<b>Approved Amended Budget 2018_19</b>	<b>Approved Budget 2019_20</b>
<b>MARKETING DDA DISTRICT TOTAL</b>			
<b>DDA BUSINESS PROGRAM MARKETING</b>			
<b>CREATIVE &amp; BROCHURE PRINTING</b>			
All Creative	25,000	27,000	25,000
Printing - Brochure	4,500	4,500	4,000
<b>TOTAL CREATIVE &amp; BROCHURE PRINTING</b>	<b>29,500</b>	<b>31,500</b>	<b>29,000</b>
<b>LOCAL PRINT ADVERTISING</b>			
Newspapers	6,340	6,540	3,500
<b>TOTAL LOCAL PRINT ADVERTISING</b>	<b>6,340</b>	<b>6,540</b>	<b>3,500</b>
<b>INTERNET ADVERTISING</b>			
Social Media & Online advertising	28,000	34,000	36,000
<b>TOTAL INTERNET ADVERTISING</b>	<b>28,000</b>	<b>34,000</b>	<b>36,000</b>
<b>MEDIA ADVERTISING</b>			
TV Commercial advertising	12,795	12,795	12,000
Video Production	14,000	16,000	12,000
<b>TOTAL MEDIA ADVERTISING</b>	<b>26,795</b>	<b>28,795</b>	<b>24,000</b>
<b>TOTAL MONTHLY CAMPAIGN</b>	<b>90,635</b>	<b>100,835</b>	<b>92,500</b>
<b>LOCAL/REGIONAL/NTL PUBLICATIONS</b>			
Delray Beach Magazine	2,000	2,000	0
Boca Magazine	2,000	2,000	2,000
Other Publications	3,275	3,775	3,500
Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	5,750	5,750	5,000
Vistit Florida Annual Trav. Magazine	2,712	2,712	0
<b>TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS</b>	<b>15,737</b>	<b>16,237</b>	<b>10,500</b>
<b>DOWNTOWN PROGRAMS and EVENTS</b>	<b>110,000</b>	<b>167,500</b>	<b>96,000</b>
Marketing Expense Miscellaneous		0	1,000
<b>DDA Program Marketing Totals</b>	<b>216,372</b>	<b>284,572</b>	<b>200,000</b>
<b>LESS EXPS - SPONSOR TO BE RAISED</b>	<b>(45,025)</b>	<b>(97,520)</b>	
<b>TOT MARKETING DDA DISTRICT EXPENSES BUDGET</b>	<b>171,347</b>	<b>187,052</b>	<b>200,000</b>

**APPROVED BUDGET FY2019\_20 - MARKETING SHEET C  
ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT**

	9/9/19	1	2	3
	<b>C</b>			
	<b>ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT</b>	<b>Approved Budget 2018_19</b>	<b>Approved Amended Budget 2018_19</b>	<b>Approved Budget 2019_20</b>
	<b>DETAIL ITEMS</b>			
1	Downtown Connection Newsletter	2,500	3,813	0
2	Annual Report	8,215	6,500	4,000
3	Email Messaging (B2B)	3,000	5,000	5,000
4	Economic Development Brochure	2,001	-2,001	0
5	Pedestrian Count, Employee Counts, Nighttime Economy impact	4,500	2,500	3,000
6	Research/Shop Ability Implementation - Short, Medium, Long Term recommendations	9,282	2,000	12,000
7	Visitor Information Center	12,000	6,600	7,500
	<b>TOTAL ECONOMIC VITALITY</b>	<b>41,498</b>	<b>24,412</b>	<b>31,500</b>

**APPROVED BUDGET FY2019\_20 - MARKETING SHEET D**  
**Placemaking Clean and Safe**

	<b>9/9/19</b>	1	2	3
	<b>D PLACEMAKING FY17/18 BUDGET</b>	<b>Approved Budget 2018_19</b>	<b>Approved Amended Budget 2018_19</b>	<b>Approved Budget 2019_20</b>
	<b>DETAIL ITEMS</b>			
1	<b>Banner Management</b>	18,000	15,000	15,556
2	<b>Decorative Lighting Annual program</b>	20,000	20,000	18,556
3	<b>Holiday Lighting</b>	41,500	47,745	46,500
4	<b>Downtown Safety Ambassador Program</b>	200,557	200,557	210,500
5	<b>Downtown Parking</b>	3,000	800	800
6	<b>Signag, Kiosks, Construction</b>	3,200	2,800	1,500
7	<b>Downtown Beautification - Potted Plants/ Amenities</b>	10,000	5,000	9,000
	<b>TOTAL PLACEMAKING</b>	<b>296,257</b>	<b>291,902</b>	<b>302,412</b>



**APPROVED FY2019\_20**

**Downtown Development Authority Available Funds**

9/9/19

	Final	Amended	Proposed	New Building
	2017_18	Budget	2019_20	Proposed
	2017_18	2018_19	2019_20	2019_20
Equity B/ Forward October 1st	171,005	235,211	243,193	243,193
(Over)/under spent for period	64,206	7,982	12,420	1,177
<b>Total Funds carried Forward</b>	<b>235,211</b>	<b>243,193</b>	<b>255,613</b>	<b>244,370</b>