

**DDA APPROVED BUDGET  
FISCAL YEAR 2023\_24 BUDGET  
Top Line Report**

Updated 9/12/23	Approved Budget 2022_23	Amended Budget 2022_23	Proposed Budget 2023_24
AD VALOREM TAXES & INTR.	1,466,887	1,485,849	1,711,104
SPONSORSHIP RAISED	0	76,970	0
<b>TOTAL REVENUES</b>	<b>1,466,887</b>	<b>1,562,819</b>	<b>1,711,104</b>
<b>EXPENDITURES:</b>			
<b>DEVELOPMENT DDA DISTRICT ECONOMY</b>			
<b>TOTAL MARKETING DDA DISTRICT</b>	377,700	383,700	385,000
<b>ECONOMIC VITALITY / DEVELOPMENT</b>	75,558	76,991	112,000
<b>PLACEMAKING/CLEAN AND SAFE</b>	404,500	400,081	515,000
<b>TOTAL DDA DISTRICT GRANTS</b>	10,000	9,000	25,000
<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>867,758</b>	<b>869,772</b>	<b>1,037,000</b>
<b>DDA OPERATIONS/ADMIN:</b>			
Payroll Expenses Total	316,943	407,501	454,058
Operational Expenses Total	70,958	96,543	96,543
Office Expenses Total	111,439	121,562	116,483
Capital Expenditure	0	7,070	8,000
<b>Total Office/Administrative</b>	<b>499,340</b>	<b>632,676</b>	<b>675,084</b>
<b>Total Revenues</b>	1,466,887	1,562,819	1,712,084
<b>Less Total Expenses</b>	1,367,098	1,501,254	1,712,084
Funds Allocated Brought Forward from Previous Finacial Year	0		0
<b>Net Income for year</b>	<b>99,852</b>	<b>61,565</b>	<b>(0)</b>

	Approved Budget as of 3/15/23	APPROVED Amended Budget 2022_23 8/14/23	Proposed Budget 2023_24
<b>DDA OSS Budget Summary</b>			
Total DB Old School Square Revenue	1,000,000	1,063,500	1,325,000
Less Delray Beach Old School Square Expenses	(1,000,000)	1,036,866	(1,318,383)
<b>OSS Net Income for the Year</b>	<b>0</b>	<b>26,634</b>	<b>6,617</b>

**DDA FY2023\_24 BUDGET - SUMMARY PAGE A**

	<b>A</b> Revenue & Expenses	<b>Approved Budget 2022_23</b>	<b>Amended Budget 2022_23</b>	<b>Proposed Budget 2023_24</b>
<b>REVENUES</b>				
<b>AD VALOREM TAXES &amp; INTR.</b>				
1	Ad Valorem Taxes	1,465,907	1,484,042	1,711,104
2	Interest earned	980	1,807	980
3	<b>AD VALOREM TAXES &amp; INTR.</b>	<b>1,466,887</b>	<b>1,485,849</b>	<b>1,712,084</b>
<b>SPONSORSHIP RAISED</b>				
4	Sponsorship Income - Marketing		39,500	
5	Miscellaneous Income		18,070	
6	Downtown Guide Book Income		1,400	
7	Howard Alan Events		18,000	
8	<b>SPONSORSHIP RAISED</b>	<b>0</b>	<b>76,970</b>	<b>0</b>
Aud	Provision of Uncollectible Receivable	0		0
9	<b>TOTAL REVENUES</b>	<b>1,466,887</b>	<b>1,562,819</b>	<b>1,712,084</b>
<b>EXPENDITURES:</b>				
<b>DEVELOPMENT DDA DISTRICT ECONOMY</b>				
<b>MARKETING DDA DISTRICT TOTAL</b>				
10	Downtown Guide Brochures	17,000	3,000	10,000
13	Website Design & Update	18,000	18,000	21,000
14	Public Relations & Communication	42,000	42,000	42,000
15	Misc Advertising	15,000	15,000	15,000
16	<b>DDA Program Marketing Totals</b>	<b>285,700</b>	<b>305,700</b>	<b>297,000</b>
17	<b>TOTAL MARKETING DDA DISTRICT</b>	<b>377,700</b>	<b>383,700</b>	<b>385,000</b>
18	<b>ECONOMIC VITALITY / DEVELOPMENT</b>	<b>75,558</b>	<b>76,991</b>	<b>112,000</b>
19	<b>PLACEMAKING/CLEAN AND SAFE</b>	<b>404,500</b>	<b>400,081</b>	<b>515,000</b>
20	<b>TOTAL DEVELOPMENT DDA DISTRICT ECONOMY</b>	<b>857,758</b>	<b>860,772</b>	<b>1,012,000</b>
21	<b>TOTAL DDA DISTRICT GRANTS</b>	<b>10,000</b>	<b>9,000</b>	<b>25,000</b>
22	<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>867,758</b>	<b>869,772</b>	<b>1,037,000</b>
<b>Expenditures Office/Administrative</b>				
23	DDA Payroll	254,029	335,000	380,000
24	P/R Taxes,SUTA,FUTA	14,609	26,000	29,458
25	Health Insurance	32,375	28,075	24,840



**DDA FY2023\_24 BUDGET - SUMMARY PAGE A**

	<b>A</b> Revenue & Expenses	<b>Approved Budget 2022_23</b>	<b>Amended Budget 2022_23</b>	<b>Proposed Budget 2023_24</b>
26	Worker's Comp, Ins	1,088	1,936	1,760
27	Retirement	14,842	16,490	18,000
<b>28</b>	<b>Payroll Expenses Total</b>	<b>316,943</b>	<b>407,501</b>	<b>454,058</b>
29	Independent Contractor	16,000	0	10,000
30	External Audit Fees	11,500	18,750	20,000
31	Bookkeeping & Payroll Svcs	7,195	9,937	9,710
32	Dues, Subscriptions	4,746	8,000	9,300
33	Board Liability Ins + Office Contents	8,943	11,000	11,000
34	Property Appraiser Fee	8,224	8,662	9,533
35	Meetings, Conferences, Training	12,350	14,000	15,000
36	Legal Fees	2,000	25,000	12,000
<b>37</b>	<b>Operational Expenses Total</b>	<b>70,958</b>	<b>95,349</b>	<b>96,543</b>
38	Car allowance	3,000	3,000	3,000
39	Phones	5,467	7,125	5,560
40	Office Supplies & repairs etc	29,151	29,000	30,000
41	Postages & Printing	1,000	1,800	667
42	Office rental	72,821	80,637	77,256
<b>43</b>	<b>Office Expenses Total</b>	<b>111,439</b>	<b>121,562</b>	<b>116,483</b>
<b>44</b>	<b>Capital Expenditure</b>	<b>0</b>	<b>7,070</b>	<b>8,000</b>
<b>45</b>	<b>Total Office/Administrative</b>	<b>499,340</b>	<b>631,482</b>	<b>675,084</b>
<b>46</b>	<b>Total Revenues</b>	<b>1,466,887</b>	<b>1,562,819</b>	<b>1,712,084</b>
<b>47</b>	<b>Less Total Expenses</b>	<b>1,367,098</b>	<b>1,501,254</b>	<b>1,712,084</b>
<b>48</b>	<b>Less Bad Debt</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>49</b>	<b>OSS Net Loss for the Year</b>	<b>0</b>	<b>0</b>	<b>0</b>
50	Funds Allocated Brought Forward from Previous Financial Year	0		0
<b>51</b>	<b>Net Income for year</b>	<b>99,852</b>	<b>61,565</b>	<b>(0)</b>
<b>52</b>	<b>In Kind Revenues</b>	<b>0</b>		<b>0</b>

<b>DBOSS Net Summary</b>		<b>Approved Budget as of 3/15/23</b>	<b>APPROVED Amended Budget 2022_23 8/14/23</b>	<b>Proposed Budget 2023_24</b>
OSS1	Total DB Old School Square Revenue	1,000,000	1,063,500	1,325,000
OSS2	Less Delray Beach Old School Square Expenses	(1,000,000)	1,036,866	(1,318,383)
	<b>OSS Net Income for the Year</b>	<b>0</b>	<b>26,634</b>	<b>6,617</b>

**DETAILED MARKETING AND ADVERTISING  
FY23-24 BUDGET SHEET**

		Approved Budget 2022_23	Amended Budget 2022_23	Proposed Budget 2023_24
	<b>B MARKETING DDA DISTRICT TOTAL</b>			
	<b>CREATIVE DESIGN &amp; PRINTING</b>			
1	All Creative	40,000	48,000	48,000
2	Printing Collateral	8,000	15,000	10,000
3		<b>48,000</b>	<b>63,000</b>	<b>58,000</b>
4	<b>LOCAL PRINT ADVERTISING</b>			
5	Newspapers	2,500	4,200	8,000
6		<b>2,500</b>	<b>4,200</b>	<b>8,000</b>
7	<b>INTERNET ADVERTISING</b>			
8	Social Media & Online advertising	39,000	28,000	32,000
9		<b>39,000</b>	<b>28,000</b>	<b>32,000</b>
10	<b>MEDIA ADVERTISING</b>			
11	TV Commercial advertising	2,000	0	10,000
12	Video Production	12,000	9,000	8,000
13		<b>14,000</b>	<b>9,000</b>	<b>18,000</b>
14	<b>TOTAL MONTHLY CAMPAIGN</b>	<b>103,500</b>	<b>104,200</b>	<b>116,000</b>
15	<b>LOCAL/REGIONAL/NTL PUBLICATIONS</b>			
16	Delray Beach Magazine	5,000	7,000	7,000
17	Boca Magazine	5,000	5,500	5,500
18	Other Publications	7,000	9,000	5,000
20	Visit Florida Annual Trav. Magazine/Coop	5,200	0	3,500
21	<b>TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS</b>	<b>22,200</b>	<b>21,500</b>	<b>21,000</b>
22	<b>DOWNTOWN PROGRAMS and EVENTS</b>	<b>160,000</b>	<b>180,000</b>	<b>160,000</b>
23	Marketing Expense Miscellaneous	0	0	
24	<b>DDA PROGRAM MARKETING TOTALS</b>	<b>285,700</b>	<b>305,700</b>	<b>297,000</b>
25	<b>LESS EXPS - SPONSOR TO BE RAISED</b>	<b>0</b>	<b>(76,970)</b>	<b>0</b>
26	<b>TOT MARKETING DDA DISTRICT EXPENSES BUDGET</b>	<b>285,700</b>	<b>228,730</b>	<b>297,000</b>

**ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT  
FISCAL YEAR 2023\_2024**

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	<b>C</b> <b>ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT</b>	<b>Approved Budget 2022_23</b>	<b>Amended Budget 2022_23</b>	<b>Proposed Budget 2023_24</b>
	<b>DETAIL ITEMS</b>			
1	<b>DDA Annual Report</b>	3,000	3,091	3,500
2	<b>Email Messaging (B2B)</b>	5,900	5,900	3,500
3	<b>Business Developmant Materials</b>	5,826	1,000	8,000
4	<b>Database and Inventory Managaement</b>	11,000	5,000	30,000
5	<b>Research and Development Plans</b>	2,000	7,000	15,000
6	<b>Visitor Information Center</b>	47,832	55,000	52,000
	<b>TOTAL ECONOMIC VITALITY</b>	<b>75,558</b>	<b>76,991</b>	<b>112,000</b>

**PLACEMAKING CLEAN AND SAFE  
FISCAL YEAR 2023\_2024 BUDGET**

		Approved Budget 2022_23	Amended Budget 2022_23	Proposed Budget 2023_24
	<b>D PLACEMAKING</b>			
	<b>DETAIL ITEMS</b>			
1	Street Pole Banner Management	25,000	33,000	30,000
2	Decorative Lighting Annual program	20,000	15,000	30,000
3	Holiday Lighting	40,000	37,581	40,000
4	Downtown Safety Ambassador Program	270,000	270,000	330,000
5	Downtown Parking	2,500	0	15,000
6	Signage and Kiosks	2,000	4,500	5,000
7	Downtown Beautification - Clean/ Amenities/Public Art	45,000	40,000	65,000
	<b>TOTAL PLACEMAKING</b>	<b>404,500</b>	<b>400,081</b>	<b>515,000</b>



## Delray Beach Old School Square Fiscal Year 2023\_24 Budget

Updated 9/12/23

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		Approved Budget as of 3/15/23	APPROVED Amended Budget 2022_23 8/14/23	Proposed Budget 2023_24
<b>OSS#</b>	<b>Revenues</b>			
1	Funding	\$1,000,000	\$1,025,000	\$1,000,000
2	Donations		\$10,000	25,000
3	Sponsorship		\$5,000	100,000
4	Venue Rentals		\$1,500	100,000
5	OSS Program Income		\$20,000	90,000
6	Museum Store		\$2,000	10,000
7	<b>Total Revenues:</b>	<b>\$1,000,000</b>	<b>\$1,063,500</b>	<b>\$1,325,000</b>

	<b>EXPENSES</b>			
	<b>OPERATIONS</b>			
8	Event/Campus Coordinator	\$27,000	\$27,000	\$65,000
9	Cultural Arts Director	\$80,000	\$102,211	\$93,383
10	Cornell Part Time Staff Member	\$25,000	\$25,000	\$35,000
11	DDA Team Management	\$20,000	\$20,000	\$20,000
12	Special Events Manager	\$40,000	\$40,000	\$65,000
13	Other Contract Staff	\$20,000	\$20,000	\$40,000
14	Campus Security (Ambassadors)	\$35,000	\$25,000	\$150,000
15	Administrative and Facility Expenses	\$40,000	\$51,230	\$75,000
16	Equipment Costs	\$30,000	\$30,000	\$30,000
17	Additional Insurance	\$10,000	\$10,000	\$10,000
18	<b>TOTAL OPERATIONS:</b>	<b>\$327,000</b>	<b>\$350,441</b>	<b>\$583,383</b>
	<b>MARKETING</b>			
19	Marketing - Rebrand	\$40,000	\$40,000	\$29,000
20	New Website	\$20,000	\$18,000	\$18,000
21	Creative	\$30,000	\$30,000	\$35,000
22	Printing	\$12,000	\$15,000	\$15,000
23	Advertising	\$27,000	\$27,000	\$40,000
24	Public Relations	\$24,000	\$24,000	\$48,000
25	<b>TOTAL MARKETING:</b>	<b>\$153,000</b>	<b>\$154,000</b>	<b>\$185,000</b>
	<b>CORNELL EXHIBITIONS/ACTIVATIONS</b>			
26	Museum Store Expences	\$3,000	\$3,000	\$3,000
27	Rotating Exhibitions	\$1,000	\$5,000	\$5,000
28	Museum Activations (events and activations)	\$180,000	\$170,000	\$17,000

29	New Exhibition	\$31,000	\$45,000	\$15,000
30	<b>TOTAL CORNELL EXHIBITIONS/ACTIVATION</b>	<b>\$215,000</b>	<b>\$223,000</b>	<b>\$40,000</b>
<b>AMPHITHEATRE EVENTS AND ACTIVATIONS</b>				
31	Events and Activations	\$120,000	\$120,000	\$200,000
32	Outdoor Art Installation	\$60,000	\$60,000	\$55,000
33	Summer Festivals	\$120,000	\$120,000	\$200,000
34	<b>TOTAL:</b>	<b>\$300,000</b>	<b>\$300,000</b>	<b>\$455,000</b>
<b>BUSINESS PLAN</b>				
35	Professional Advisor - Strat Plan	\$0	\$0	\$25,000
36	<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$25,000</b>
<b>SEASONAL LIGHTING</b>				
37	Holiday Lighting	\$0	\$4,425	\$5,000
38	<b>TOTAL:</b>	<b>\$0</b>	<b>\$4,425</b>	<b>\$5,000</b>
<b>PLACEMAKING</b>				
39	Grounds Maintenance	\$0	\$0	\$20,000
40	New Signage	\$5,000	\$5,000	\$5,000
41	<b>TOTAL:</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$25,000</b>
<b>TOTAL EXPENSE:</b>		<b>\$1,000,000</b>	<b>\$1,036,866</b>	<b>\$1,318,383</b>
<b>NET EXPENSE(INCOME)</b>		<b>\$0</b>	<b>\$26,634</b>	<b>\$6,617</b>