

**DDA PROPOSED BUDGET FISCAL
YEAR 2022_23 BUDGET
Top Line Report**

8/26/22	Final 2020_21	Amended Budget 2021_22	Proposed Budget 2022_23
REVENUES			
AD VALOREM TAXES & INTR.	1,250,380	1,241,334	1,466,887
SPONSORSHIP RAISED	108,990	72,765	0
TOTAL REVENUES	1,359,370	1,314,099	1,466,887
EXPENDITURE			
DEVELOPMENT DDA DISTRICT ECONOMY			
TOTAL MARKETING DDA DISTRICT	322,226	402,090	377,700
ECONOMIC VITALITY / DEVELOPMENT	20,130	54,790	75,558
PLACEMAKING/CLEAN AND SAFE	283,099	347,053	404,500
TOTAL DDA DISTRICT GRANTS	0	10,000	10,000
TOTAL BUSINESS DEVELOPMENT	625,455	813,933	867,758
Payroll Expenses	305,083	316,943	390,510
Operational Expenses	91,780	70,958	84,790
Office Expenses	82,319	111,439	114,366
Capital Expenditure	14,724	0	1,970
Total Office/Administrative	493,906	499,340	591,636
Total Revenues	1,359,370	1,314,099	1,466,887
Less Total Expenses	1,119,361	1,313,273	1,459,394
Funds Allocated Brought Forward from Previous Financial Year	0	0	0
Net Income for year	240,009	826	7,493
Raised Revenues - Private			
SPONSORSHIP RAISED	108,990	72,765	0
IN KIND REVENUES	0	0	0
Total Raised Revenues-Private	108,990	72,765	0

Updated 8/26/2022	1	2	3
A Revenue & Expenses	Final 2020_21	Amended Budget 2021_22	Proposed Budget 2022_23
REVENUES			
AD VALOREM TAXES & INTR.			
1 Ad Valorem Taxes	1,248,207	1,240,336	1,465,907
2 Interest earned	2,173	998	980
3 AD VALOREM TAXES & INTR.	1,250,380	1,241,334	1,466,887
SPONSORSHIP RAISED			
4 Sponsorship Income - Marketing	34,200	38,000	
5 Miscellaneous Income	58,190	11,765	
6 Downtown Guide Book Income	13,600	14,000	
7 Howard Alan Events	3,000	9,000	
8 SPONSORSHIP RAISED	108,990	72,765	0
Provision of Uncollectible Receivable	0	0	0
9 TOTAL REVENUES	1,359,370	1,314,099	1,466,887
EXPENDITURE			
DEVELOPMENT DDA DISTRICT ECONOMY			
MARKETING DDA DISTRICT TOTAL			
10 Downtown Guide Book	24,493	17,000	17,000
11 Visitor Info. Centre Operations Costs	0	0	0
12 Visit Florida Welcome Centers	457	0	0
13 Website Design & Update	11,863	5,780	18,000
14 Public Relations & Communication	45,750	40,000	42,000
15 Digital Signage & Misc Advertising	20,549	18,000	15,000
16 DDA Program Marketing Totals	219,114	321,310	285,700
17 TOTAL MARKETING DDA DISTRICT	322,226	402,090	377,700
18 ECONOMIC VITALITY / DEVELOPMENT	20,130	54,790	75,558
19 PLACEMAKING/CLEAN AND SAFE	283,099	347,053	404,500
20 TOTAL DEVELOPMENT DDA DISTRICT ECONOMY	625,455	803,933	857,758
DDA DISTRICT Grants			
21 Downtown Art & Activation Grant		10,000	10,000
22			
23			
24 TOTAL DDA DISTRICT GRANTS	0	10,000	10,000
25 TOTAL BUSINESS DEVELOPMENT	625,455	813,933	867,758
Expenditures Office/Administrative			
26 DDA Payroll	251,163	254,029	322,820
27 P/R Taxes,SUTA,FUTA	19,489	14,609	20,862
28 Health Insurance	21,644	32,375	26,740
29 Worker's Comp, Ins	1,428	1,088	1,738
30 Retirement	11,359	14,842	18,350
31 Payroll Expenses	305,083	316,943	390,510
32 Independent Contractor	25,267	16,000	15,000
33 External Audit Fees	10,500	11,500	11,500
34 Bookkeeping & Payroll Svcs	7,456	7,195	8,628
35 Dues, Subscriptions	5,651	4,746	8,000
36 Board Liability Ins + Office Contents	8,353	8,943	11,000
37 Property Appraiser Fee	7,914	8,224	8,662
38 Meetings, Conferences, Training	14,850	12,350	16,000
39 Legal Fees	11,789	2,000	6,000
40 Operational Expenses	91,780	70,958	84,790

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A				
Revenue & Expenses		Final	Amended	Proposed
		2020_21	Budget	Budget
			2021_22	2022_23
41	Car allowance	3,000	3,000	3,000
42	Phones	3,397	5,467	5,560
43	Office Supplies & repairs etc	29,015	29,151	29,000
44	Postages & Printing	3,822	1,000	1,800
45	Office rental	43,085	72,821	75,006
46	Office Expenses	82,319	111,439	114,366
47	Capital Expenditure	14,724	0	1,970
48	Total Office/Administrative	493,906	499,340	591,636
49	Total Revenues	1,359,370	1,314,099	1,466,887
50	Less Total Expenses	1,119,361	1,313,273	1,459,394
51	Less Bad Debt	0	0	0
	Funds Allocated Brought Forward from			
52	Previous Financial Year	0	0	0
53	Net Income for year	240,009	826	7,493
	Net Income without COVID-19 Reopening			
54	Assistant Grant	240,009		
55	In Kind Revenues	0	0	0

Updated 8/26/2022		1	2	3
	B	Final	Amended	Proposed
	MARKETING DDA DISTRICT TOTAL	2019_20	Budget	Budget
			2021_22	2022_23
	DDA BUSINESS PROGRAM MARKETING			
	CREATIVE & BROCHURE PRINTING			
1	All Creative	37,201	48,000	40,000
2	Printing - Brochure	5,034	10,000	8,000
3	TOTAL CREATIVE & BROCHURE PRINTING	42,235	58,000	48,000
4	LOCAL PRINT ADVERTISING			
5	Newspapers	2,595	1,525	2,500
6	TOTAL LOCAL PRINT ADVERTISING	2,595	1,525	2,500
7	INTERNET ADVERTISING			
8	Social Media & Online advertising	27,112	39,000	39,000
9	TOTAL INTERNET ADVERTISING	27,112	39,000	39,000
10	MEDIA ADVERTISING			
11	TV Commercial advertising	8,361	2,000	2,000
12	Video Production	11,875	12,080	12,000
13	TOTAL MEDIA ADVERTISING	20,236	14,080	14,000
14	TOTAL MONTHLY CAMPAIGN	92,178	112,605	103,500
15	LOCAL/REGIONAL/NTL PUBLICATIONS			
16	Delray Beach Magazine	0	7,500	5,000
17	Boca Magazine	2,000	7,500	5,000
18	Other Publications	1,505	8,525	7,000
19	Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	4,400	0	0
20	Visit Florida Annual Trav. Magazine/Coop	0	5,180	5,200
21	TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	7,905	28,705	22,200
22	DOWNTOWN PROGRAMS and EVENTS	119,031	180,000	160,000
23	Marketing Expense Miscellaneous	0	0	
24	DDA PROGRAM MARKETING TOTALS	219,114	321,310	285,700
25	LESS EXPS - SPONSOR TO BE RAISED	108,990	72,765	0
26	TOT MARKETING DDA DISTRICT EXPENSES BUDGET	328,104	394,075	285,700

**ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT
FISCAL YEAR 2022 2023 BUDGET**

Updated 8/26/2022			
	1	2	3
C ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Final 2020_21	Amended Budget 2021_22	Proposed Budget 2022_23
DETAIL ITEMS			
1	Downtown Connection Newsletter	0	0
2	Annual Report	4,128	3,000
3	Email Messaging (B2B)	5,920	5,900
4	Economic Development Brochure	495	5,826
5	Pedestrian Count, Employee Counts, Nighttime Economy impact	0	11,000
6	Research/Shop Ability Implementation - Short, Medium, Long Term recommendations	1,485	2,000
7	Visitor Information Center	8,102	47,832
	TOTAL ECONOMIC VITALITY	20,130	75,558

0

**PLACEMAKING CLEAN AND SAFE
FISCAL YEAR 2022_2023 BUDGET**

Updated 8/26/2022		1	2	3
	D PLACEMAKING FY22/23 BUDGET	Final 2020_21	Amended Budget 2021_22	Proposed Budget 2022_23
DETAIL ITEMS				
1	Banner Management	22,736	15,000	25,000
2	Decorative Lighting Annual program	13,920	51,594	20,000
3	Holiday Lighting	46,688	40,245	40,000
4	Downtown Safety Ambassador Program	194,863	236,201	270,000
5	Downtown Parking	0	63	2,500
6	Signage and Kiosks	3,339	1,950	2,000
7	Downtown Beautification - Parklets/ Amenities/Public Art	1,553	2,000	45,000
TOTAL PLACEMAKING		283,099	347,053	404,500