



TO: Mayor Carney, City Commissioners, City Manager Moore
FROM: Laura Simon, Exec. Director, Delray Beach Downtown Development Authority
DATE: August 20, 2024
RE: Fiscal Year 2024/2025 Operating Budget with Priorities
CC: DDA Chair and Board of Directors, Financial Administrator

Overview:

On June 10, the Downtown Development Authority Board of Directors set the millage rate at 1 mil assessment to fulfill the TRIM notice based on the assessed value of 1,932,275,387. On July 14, the City Commission accepted DDA Millage tentative rate at the 1.0000 mill which equates to the following: \$1,835,662 for the FY24/25 budget amount. The 1 mill is the maximum that the DDA can set based on the State Statute and is recommended to fulfill the Fiscal Year budget.

Based on the outcomes and discussion at the July Goal Setting Workshop and the August 12 Budget meeting, this memo outlines the DDA priorities along with the financials to support the operations and programs. As our Downtown continues to evolve and grow, we need to ensure our plan of action is socially responsible and that we have the commitment and buy-in of our stakeholders – businesses, residents, and visitors.

Below is the proposed budget for both the DDA operations along with the Old School Square Program and Activation based on the proposed plan submitted in July 2024.

DDA Revenues:	PROPOSED DRAFT
FY2024/2025	
Ad Valorem Tax Revenue +interest	\$1,835,662
**Sponsorship/Partnership Income: this income is not guaranteed and is not included in the forecast projections.	
Total Revenue:	\$1,835,662
Proposed Expenditures:	
Marketing the District	\$ 231,500
Economic Vitality	\$ 223,500
Place Making	\$ 526,000
District Grants	\$ 18,000
Downtown Camera Project	\$ 30,000
Connect/Organizational	\$ 804,881
Total Expenses	\$1,833,881
OSS Budget:	
Revenues:	PROPOSED
City of Delray Beach ILA	\$ 800,000
**Donations/Sponsorship	\$ 40,000
**OSS Program Income & Rentals	\$ 260,000
Total Revenue:	\$1,103,000
Proposed Expenditures:	
Operations	\$ 396,000
Marketing/Advertising	\$ 179,000
Cornell Art Museum	\$ 103,000
Amphitheatre/Gym/Park	\$ 390,000
Placemaking/Lighting	\$ 30,000
Total Expenses	\$1,098,000
**Sponsorship/Rentals and Other Income: not guaranteed and is not included in the forecast projections.	



FY24/25 PLANNING SESSION PRIORITIES AND OUTCOMES BY BOARD AND STAFF:

Below are the highlights from the July 19, 2024 Planning Session to identify key priorities for the coming fiscal year.

1. Focus on the West Atlantic District – THE SET

- a. Coordinate activation and development plans with CRA & City of Delray Beach
- b. Beautify and activate Libby Wesley Plaza
- c. Celebrate Historic Districts - Frog Alley Festival/West Settlers
- d. Communication of what's happening on West Atlantic Ave
- e. Enhance and replace lighting and Street Pole Banners
- f. Hold community meetings
- g. Promote DDA grant for events

2. Clean and Safe/Placemaking

- a. Apply for grants (TPA) to assist with Traffic/Pedestrian Experience
- b. Work with property owners to beautify their space/storefronts (offer list of vendors)
- c. Promote Delray Beach App
- d. Art Activations on West Atlantic Avenue and Beachside
- e. Parking Management and Enhancements – Wayfinding/Kiosks /Communications

3. Economic Development

- a. Business Development Events and Programs to drive business Downtown year round
- b. Downtown Business Inventory Management and Onboarding
- c. Promotional Campaign for doing business in Downtown – Recruitment strategy
- d. Enhance empty storefronts – Window Covering Pilot Program
- e. Be more involved with process of leasing storefronts – Review LDR's
- f. Engage city's Economic Development Manager

4. Create Transition Plan for Old School Square

- a. Implement FY24 – 25 programming and activation of museum, Amphitheatre and gym
- b. Work with city to create transition plan with mission to keep OSS open over the next years
- c. Guide capital improvements to campus (signage on Gym, Stage lighting, Building lights)
- d. Re-engage interested groups and give them access to program Amphitheatre

IMPLEMENTATION PLAN:

ECONOMIC VITALITY INITIATIVES

GOAL: Create a supportive business environment and harness local economic opportunity.

- Produce Business Development Events and Programs to drive business Downtown year round
 - Art & Jazz on the Ave, Savor the Ave, Restaurant Month, Art Walk, Mother's Day/Delray Fashion Experience – logistics and implementation
 - Libby Wesley Plaza Events to promote The Set (Wellness Wednesday)
- Business Development & Retention
 - Business retention and Attraction plan with Database and inventory management
 - Downtown Merchant Handbook and enhanced onboarding
 - Continue to foster and strengthen relationships with Property and Business owners
 - Merchant, Restaurant, Hotel and Business meetings
 - Winter Town Hall Session (Hold Two)
 - Legacy Business Program recognition
- West Atlantic Development and community collaboration - Partnering with property owners and organizations to drive West Atlantic economic development
- Shopability implementation – Review as it relates to West Atlantic Development – Work closely with the CRA and City Partners



- Preserve the character of the Downtown – historic overlay and architecture guideline review and additional opportunities
- Vacant space plan – Window coverings – Reinstate the Pilot Program
- Downtown Business Recruitment and promotional plan through marketing channels
- Inventory Management and Downtown Analytics

ECONOMIC VITALITY DETAIL	AMOUNT
DOWNTOWN PROGRAMS AND EVENTS	\$180,000
Savor the Ave, Restaurant Month, Art and Jazz on the Avenue, Mother's Day Orchid Giveaway, Art Walk, Fashion Experience (additional funds to be raised via sponsorship)	
NEW: Libby Wesley Plaza Activations – Wellness Wednesday	
Annual Report and Email Communications platform	\$7,500
Business Development and Retention Tools	\$8,000
Welcome Kit and Legacy Business Program	
RESEARCH & DEVELOPMENT PLANS	
Strat Plan implementation	\$10,000
Data and Inventory Management	
Placer.ai and Gingko	\$18,000
ECONOMIC VITALITY TOTAL	\$223,500

PLACEMAKING INITIATIVES:

GOAL: Foster a compelling destination by enhancing the physical elements of the downtown.

- Clean, Safe and Beautiful: advocate, invest and enhance the beautification of the downtown
 - Enhance partnership with city team and messaging of City APP
 - Supplement services to keep downtown always clean in areas of heavy traffic
 - i. Litter prevention and pick up
 - ii. Landscape enhancements – potted plants
 - iii. Pressure Spraying Options for Retailers and business fronting the main streets
- Downtown Amenities
 - Decorative & Holiday Lighting management and updating West Atlantic Avenue and Beachside with new lights
 - Street Pole Banners: update the current banner program
 - i. Enhance July 4th
 - ii. Installing and reprinting new Welcome, The SET, PGAD, West Settlers and Frog Alley Banners
 - Libby Wesley Plaza Activations and Enhancements
- Safety Ambassador program: continue to enhance program by investing in the staff, services and equipment
- Parking Management – Employee parking program/Wayfinding/Communications
- Maintenance and Installation of Art pieces in Pineapple Grove district and West Atlantic
- Downtown Kiosk Signage – Pedestrian signage



DOWNTOWN CAMERA PROJECT: \$30,000 Grant

GOAL: Enhance public safety in the city of Delray Beach by expanding its reach with police innovation and technology inside of the Real Time Crime Center. Continue to invest in the safety of the Downtown DDA district by expanding the camera program throughout the Old School Square campus and East Atlantic Ave

PLACEMAKING DETAIL BUDGET:	AMOUNT
DECORATIVE LIGHTING:	
West Atlantic Avenue from NW 1st to NW 12th Ave	\$22,000
NE 2nd Avenue from Atlantic Ave to 4th Street:	\$18,000
Management	\$10,000
Total	\$50,000
HOLIDAY LIGHTING (NOV - JAN)	
Beachside (VIC and Pavilion)	
NW/SW 5th Ave & West Atlantic Ave and Libby Wesley Plaza	
E. Atlantic Ave to the Bridge	
NE 2nd Ave	
Total	\$30,000
STREET POLE BANNERS	
Welcome to Downtown Banners (70)	5,550
Pineapple Grove Banners (40)	3,080
The SET Banners (30)	2,100
Coco Gauff Banners	1,820
Frog Alley and West Settlers (56)	4,480
Management	15,000
NEW: July 4th Banners along Atlantic Ave - FLAGS	970
NEW: July 4th Pavilion Bunting	2,000
Total	\$35,000
BEAUTIFICATION: CLEAN/AMENITIES/PUBLIC ART	
Litter Abatement: Beach Keepers pick up	24,000
Potted Plants along the Avenue	8,000
Public Art installation - Temporary or Semi-Permanent	8,000
Pineapple Arts District Art maintenance and Camera Shop Mural	10,000
Total	\$50,000



DOWNTOWN SAFETY AMBASSADOR PROGRAM	
7 Days per week (14 hours - 16 hours); 8-10 Ambassadors	
Total	\$330,000
DOWNTOWN PARKING	
Marketing and Communications	8,000
DOWNTOWN KIOSK	
5 Static Signs in Downtown - printing and installation for the temporary signs	5,000
LIBBY WESLEY PLAZA PROPOSED ENHANCEMENTS:	
Potted Flower Plants	3,000
Lighting	5,000
Public Art/Exhibitions	2,000
Activations - Wellness Wednesday, Market Partnerships	8,000
Total	\$18,000
PLACEMAKING TOTAL	\$526,000
NEW: DOWNTOWN CAMERA PROJECT - LPR CAMERA PROGRAM	\$30,000
Granted \$30,000 in 2023/2024	
Funding for the Camera Expansion Project - within the DDA District	

DISTRICT GRANT PROGRAMS:

- Art & Activation Grant Program: designed to provide partnerships with artists and organizations wanting to activate the Downtown through art and cultural programs. Grant application program with criteria to be reviewed and approved by the DDA board.

Budget Estimate: \$18,000

DDA MARKETING INITIATIVES

GOAL: Create a positive image that highlights downtown’s unique assets.

- Continue to market and promote the downtown to residents, businesses, visitors year-round with a strong focus in summer - Love Delray Campaign – Strong Focus and push for Shoulder and Summer Season; Promote all Districts
- Concentrated Destination Marketing for the Downtown to drive visitors to the destination in collaboration with the Downtown businesses, county and state partners
- Downtown Events, Programs Marketing
 - a. Create and Implement marketing and advertising materials for all DDA programs and Events to include Savor the Avenue, Art and Jazz on the Avenue Events, First Friday Art Walk, Restaurant Month and Mother’s Day/Delray Fashion Experience
 - b. Advertising and Public Relations Media placements to be strategic based on the program
- Continue to invest in the assets and programs available to the Downtown Constituents – website, digital signage, social media and coop programming/advertising
- VISITOR INFORMATION CENTER operation, communication and messaging
- Enhance and Launch new DowntownDelrayBeach.com site



MARKETING DOWNTOWN DETAIL	AMOUNT
Creative Design & Printing	
Graphic Designs for all events, Destination Marketing, DDA	\$48,000
Printing of all collateral materials and signage	\$8,000
Local Advertising - NEWSPAPER	
Coastal Star Ads - promoting events and activities	\$6,000
Downtown Retail and Rest. Guide	
- Printed booklet with Ads to offset costs	\$10,000
Digital Advertising	
All Social and Online Ads for events, DDA and Downtown activities and management of the platforms	\$40,000
Website Development and Implementation	\$30,000
<i>New website design</i>	
Content management and development	
Hosting and Archiving	
TV Advertising & Video Development	
Summer TV Commercial Broadcast TV ad buy	\$12,000
Video Development - Commercials	\$5,000
LOCAL/REGIONAL PUBLICATIONS	
Printed magazine publications (Delray Mag, Atlantic Ave, Other)	\$10,500
Public Relations	\$42,000
Create Press Releases and Media Alerts; Media Management	
Event Media management and Crisis Media Management	
VISITOR INFORMATION CENTER - MOVE FROM ECON. (c)	\$20,000
"information" center - economic driver	
grant for center from Discover the Palm Beaches	
MARKETING DOWNTOWN TOTAL	\$231,500



OPERATIONS:

GOAL: Ensure that resources are available to implement the DDA's enhancement strategies.

- Building capacity and team development
- Training and tool enhancements
- Succession planning
- Enhanced organizations professional services and strategic partnerships

DDA OPERATIONS DETAIL:	EXPENSES
PAYROLL EXPENSES	
Payroll/taxes/workman's comp	\$494,492
Benefits (Health Insurance and Retirement)	\$74,446
OPERATIONAL	
Legal Fees, Audit, Dues, Liability Ins, Property Appraiser, Training	\$109,969
OFFICE EXPENSES	
Rent, Office Supplies, Phones, Car allowance	\$117,974
CAPITAL	\$8,000
TOTAL	\$804,881

OLD SCHOOL SQUARE CAMPUS MANAGEMENT AND ACTIVATION BUDGET

The DDA is committed to fulfilling the Inter Local Agreement, in place with the city, by providing programming and management of the Old School Square Campus while creating with the city, a transition plan for the years ahead. The areas include Cornell Art Museum, Amphitheatre and Park, and the Vintage Gym. As part of the requirements, the DDA provides an outline of programming and management plan to the city. Below is a brief outline of the proposed plan along with the proposed budget. (Proposed Plan provided in separate document)

THE GOAL: To reignite the arts and culture vibrancy within the entire campus of Old School Square intentionally providing a community gathering place in the Heart of the Downtown and City with Summer as the main target to drive economic vitality.

OBJECTIVES:

- Manage and create diverse art and cultural programming and experiences on the entire campus of Old School Square.
- Open and activate the entire campus with programmed art and cultural events.
- Elevate the offerings of the entire campus and raise funds to offset expenses.
- Enhance the facilities and the grounds for future use.



MARKETING OSS	AMOUNT
MARKETING MGT	\$22,000
WEBSITE	\$8,000
CREATIVE/GRAPHIC DESIGN	\$39,000
PRINTING - COLLATERAL/EVENT SIGNAGE	\$15,000
ADVERTISING	\$47,000
PUBLIC RELATIONS	\$48,000
TOTAL	\$179,000
CORNELL ART MUSEUM	
Store Expenses: shipping, sales tax, etc	\$3,000
Museum Activations: Art Walk, Lectures, Openings, Wellness Wed., etc	\$75,000
Exhibitions	\$25,000
TOTAL	\$103,000
AMPHITHEATRE AND PARK EVENTS	
Winter/Spring Events and Activations:	
Ticketed Events	
Tribute Series	
100 Year Celebration	
Fashion Experience Event	
Co-Sponsored Events	
Free Family Events	\$200,000
Outdoor Art or Activities	\$20,000
Summer Events:	
Buffett Festival- ticketed	
Free Family Events	
Delray Walls	\$170,000
TOTAL	\$390,000
LIGHTING /PLACEMAKING	
Holiday and Decorative Lighting	\$10,000
Grounds Maintenance (Pressure Spraying) & Signage	\$20,000
TOTAL	\$30,000
OPERATIONS TEAM	
Cornell Staff	\$143,000
Campus Event Staff	\$115,000
DDA Staff	\$8,000
TOTAL	\$266,000



OPERATIONS/FACILITIES	
Event Contract Staff	\$20,000
Security	\$25,000
Admin and Facilities Expenses	\$70,000
Equipment Costs	\$10,000
Additional Insurance	\$5,000
TOTAL	\$130,000
OLD SCHOOL SQUARE PROGRAMING -TOTAL	\$1,098,000

SUMMARY

The DDA Board will be reviewing the FY24/25 Budget at the September 9th DDA Board meeting where the public will have time to ask questions or provide input.

The DDA is committed to providing a solid plan of excellence that will deliver amazing results for the Downtown community. The DDA will continue to partner closely with the City of Delray Beach and the Community Redevelopment Agency along with all the partner organizations to rebound and continue to raise Downtown Delray Beach to be the top destination for all to live, work and visit in our Village by the Sea.