

	A	B
	Media Outlet - Article - National and International coverage	Impressions/Distribution
1		
2	Peter Greenberg Radio Broadcast and Podcast from the Delray / Delray Beach: Explore the heart of Pineapple Grove - Palm Beach Post	1,300,000
3	Food & Travel: A feast of options at the West Palm Beach GreenMarket - The Boston Globe	157,000
4		245,000
5	7 Best Beaches in Ft. Lauderdale - Smarter Travel (Trip Advisor publication) mentions Delray Beach Wall Street Journal	11,500,000
6	Florida's Sweet Spot: A Sunny Escape to Delray Beach	1,195,000
7	Atlanta Journal Constitution 5 Florida Beaches to check out this summer	248,243
8	China Daily: The Delray Beach Hotel Summer Specials are here, and you should be too! Delray Sky Magazine A Shore Thing Florida's diverse landscapes	333,000
9	The Sun UK	6,000,000
10	People around the globe throw royal wedding parties	1,473,773
11	Palm Beach Post Tourists, map out your visit to Delray Beach with this handy new app	157,000
12	Trips to Discover Delray Beach Among Best Family-Friendly Beaches in Florida	800,000
13	News 13 Orlando Florida on a Tank Full Play Decade old arcade games at Silverball Museum	
14	Visit Florida - China publication What's New in Florida (mentions Delray)	160,000
15	Wakodahatchee Wetlands in Delray Beach named best park in Florida South Florida.com	
16	Spectrum News 13 Orlando Florida on a Tank Full	
17	A Japanese Cultural Experience at Morikami Gardens	
		23,569,016

	A	B
18	Total	
19		
20	Local Ads and Articles	
21	April - Frog Alley Caribbean Festival	312,000
22	May - Visit Widget, Frog Alley Caribbean Festival	541,000
23	June - Delray Beach's July 4th event, Summer specials	943,000
24		
25		
26	Social Media Analytics	
27	Twitter Followers to Date	6,936
28	Twitter - Increase in followers	147
29	Twitter Analytics - Average Impressions per Day	28,833
30	Twitter Analytics - Impressions over 90 Days	86500
31	Facebook Page Likes to June 30	10344
32	Instagram Likes To Date	13,127
33	Instagram - Increase in Likes	302
34	#VisitDelrayBeach usage to date	6,680
35	Total Social Media Impressions:	152,869
36		
37	Total Impressions/Media Value	25,517,885



Dashboard Measurables – April 2018

Destination Marketing

- Organized Peter Greenberg show to be recorded and broadcast from the Delray Beach Marriott. Recruited guests and hosted Peter Greenberg in Delray Beach for two days. Recorded on April 4th for broadcast April 25th.
- Continuing to work with Visit Widget to revamp VisitDelrayBeach.org website
- Provided final content to Sack Lunch for new Destination Brochure. To be printed and distributed in May
- Luxury Group Tour – Golf cart tour of Delray Affair, Seagate hotel, Delray Yacht cruise on April 13th.
- Meeting with David Schmidt on Sister City strategic direction.
- Speed Networking with Discover the Palm Beaches. Collateral to hotels outside of Delray Beach.
- Tour and media packs for 10 UK tour operators. Silverball Museum and Arts Warehouse.
- Attended Florida Association of Destination Marketing Organizations (FADMO) April 18-20.
- Hosted Southern Drawl travel blogger at Delray Sands.
- Worked with Cultural Council and Discover the Palm Beaches to organize visit for 15 local influences to kick of the MOSAIC promotion. (Month of Shows, Art, Ideas and Culture) April 24th.

PETERGREENBERG.COM

VISITFLORIDA®

VisitWidget

sack
lunch
MARKETING/DESIGN

Ocean Properties
Hotels • Resorts
Affiliates

FADMO
FLORIDA ASSOCIATION OF
DESTINATION MARKETING ORGANIZATIONS
Welcome to the community of
county tourism promotion agencies

CULTURAL
COUNCIL
of Palm Beach County

- Working with hotels to finalize Co-Ops for summer campaign.

FLORIDA
TRAVEL + LIFE

Frog Alley Caribbean Festival

- Creative finalized. Sent brochure to print
- Entertainment finalized. Caribbean Waves Steel Drum Band, Pan Paradise (reggae), Caribbean DJ, Junkanoo band.
- Working on Vendors and community participation. Running into issues regarding businesses and insurance requirements.
- Need to use summer campaign funds to offset cost overages for event. (City costs, entertainment costs)
- Door to door with street closure info in The Set and festival brochures.



July 4th

- City Manager has agreed to fund a barge for the fireworks.
- Held first City Staff meeting on April 10th
- Initial timeline created
- Footprint map finalized.
- Working on All American Car Show and US Army Jazz Ambassadors to activate west of the intracoastal in and in front of Veterans Park.
- Meeting with I Heart Media regarding entertainment.



Admin & Development

- Economic Development – Better Delray Master Plan – SI
- TEAM Delray – SI
- Sports Commission – SC
- The Set Branding Committee and Frog Alley Festival committee meetings – SI
- Non-profit council – TM
- PGAD meeting - SI
- YPAD – SC
- Chamber CEO Selection meetings – SI
- EJS and Pharmacy Grand Openings – SC, SI
- DBMC Board meeting – SI, TM
- Chamber Board meeting - SI



Media:

Peter Greenberg Radio Broadcast and Podcast from the Delray Beach Marriott

<https://petergreenberg.com/2018/04/17/radio-guest-list-delray-beach-florida-april-21-2018/>

1,300,000 listeners

PETERGREENBERG.COM

Delray Beach: Explore the heart of Pineapple Grove
– Palm Beach Post

Reach: 157,000

<https://www.mypalmbeachpost.com/entertainment/delray-beach-explore-the-heart-pineapple-grove/iEhSGp0sQo1P7wVdMvCa9M/>

The Palm Beach Post
REAL NEWS STARTS HERE

Food & Travel: A feast of options at the West Palm Beach GreenMarket - The Boston Globe

<https://www.bostonglobe.com/lifestyle/food-dining/2018/04/02/food-travel-feast-options-west-palm-beach-greenmarket/hSDLTFALhSNFskSguya5MI/story.html>

Delray mentioned



The Boston Globe

7 Best Beaches in Ft. Lauderdale

<https://www.smartertravel.com/2018/04/13/best-beaches-in-ft-lauderdale/>

Delray mentioned

SMARTERTRAVEL

Publications	
April Calendar	
April Atlantic Ave 56 th Annual Delray Affair	

Coming up.....
 Frog Alley Caribbean Festival – May 12th
 July 4th
 Summer Campaign



Dashboard Measurables – May 2018

Destination Marketing

- Launched revamp of VisitDelrayBeach.org website.
- Website includes drop downs for summer specials at hotels and restaurants. Working on drop down for summer specials for attractions too.
- Launched Visit Widget app (button on website) that helps visitors plan their trip to Delray Beach. Available on Google Play and iPhone store.
- Worked with Chamber to organize Tourism Roundtable on May 22nd. Discover the Palm Beaches and Visit Florida made presentations. Meeting was well received. Working on upcoming FAM trips for participants
- Printed and distributed new Delray Beach destination brochure with map. Shipped 5,000 to Visit Florida visitors centers on I-95 and I-75.
- Promoted MOSAIC promotion. (Month of Shows, Art, Ideas and Culture) with the Cultural Council.
- Attended Cultural Heritage Tourism conference in Plantation on May 17th. Working with Spady to bring organizer to Delray Beach.
- Working with hotels to finalize Co-Ops for summer campaign.
- Organized tour coming up in June for group from Stuart.
- Attended Travel Rally Day on May 11th with TDC, Discover the Palm Beaches



- Attended first Visitors Center Advisory Board at Discover the Palm Beaches HQ.
- Participated in Arts Warehouse panel on marketing for artists – May 17th.
- Dropped off Delray Beach collateral at Saltwater Brewery for Savor trade show in Washington DC.
- Dropped off tote bags for group of 46 at Delray Sands.
- Visit Florida co-ops Webinar on May 30th



Frog Alley Caribbean Festival

- Organized Delray Morning Live appearance for The Set Branding Committee members.
- Event took place on May 12th.
- Received positive feedback from the Community.
- Held post-event meeting and created After Action report.



July 4th

- Signed contract with barge company.
- Developed creative and sent brochures to print.
- Updating timeline based on City staff meetings.
- Met with US Army Jazz Ambassadors regarding placement. They will be headlining and performing at the main stage.
- Finalized entertainment line up with I Heart Media.
- Finalized sponsors.



Admin & Development




- Economic Development – Better Delray Master Plan – SI
- GEAR meeting– SI
- Sports Commission – SC
- The Set Branding Committee and Frog Alley Festival committee meetings – SI
- PGAD meeting - SI
- YPAD – SC
- DBMC Board meeting
- Chamber Board meeting – SI
- Chamber Business Expo – SI, SC





**DELRAY BEACH
MARKETING
COOPERATIVE**



Media:

<p>Wall Street Journal</p> <p>Florida's Sweet Spot: A Sunny Escape to Delray Beach</p> <p>https://graphics.wsj.com/image-grid/memorialday/6700/floridas-sweet-spot-a-sunny-escape-to-delray-beach</p>	
<p>Atlantic Journal Constitution</p> <p>5 Florida Beaches to check out this summer</p> <p>https://www.ajc.com/travel/florida-beach-destinations-check-out-this-summer/HjA1fUaDlFD42ck9e7nSmK/</p> <p>Impressions: 248,243 Media value: \$27,667</p>	<p>The Atlanta Journal-Constitution</p>
<p>China Daily</p> <p>The Delray Beach Hotel Summer Specials are here, and you should be too!</p> <p>Impressions: 333,000</p>	
<p>Delray Sky Magazine</p> <p>A Shore Thing Florida's diverse landscapes</p> <p>https://view.imirus.com/209/document/12893/page/104</p> <p>Impressions: 6,000,000</p>	
<p>The Sun UK</p> <p>People around the globe throw royal wedding parties</p> <p>Blue Anchor mentioned.</p>	
<p>Palm Beach Post</p> <p>Tourists, map out your visit to Delray Beach with this handy new app</p>	<p>PalmBeachPost</p>

Trips to Discover Delray Beach Among Best Family-Friendly Beaches in Florida https://www.tripstodiscover.com/best-family-friendly-beaches-in-florida/	
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Publications	
May Calendar	 <p>A red poster for the Frog Alley Caribbean Festival. It features a stylized illustration of a person in a red and yellow costume. The text reads: 'FROG ALLEY' in large blue letters, 'CARIBBEAN FESTIVAL' in yellow, 'SATURDAY MAY 12TH 6PM - 10PM' in white, 'ATLANTIC AVE & SW 5TH AVE, DELRAY BEACH' in white, and 'www.TheSetDelray.org/FrogAlley' in white.</p>
May Atlantic Ave Frog Alley Festival Ad	 <p>The logo for Atlantic Ave Magazine. It features the words 'ATLANTIC AVE' in large, bold, black capital letters. Below it, the word 'MAGAZINE' is written in smaller, black capital letters, flanked by horizontal lines.</p>

Coming up.....
 July 4th
 Summer Campaign



Dashboard Measurables – June 2018

Destination Marketing

- Call with HVS on June 5th, PBCs consultant regarding hotels
- Met with Colombian travel agencies (12 reps) on June 6th
- Hosted 3 Luxury travel writers from Brazil on June 6th.
- Met 60 visitors on tour group from Stuart June 20th. Provided waters and tote bags. Sent brochures and maps ahead of time.
- Met with Dash Travel regarding tourism initiatives. Cruise ships, All-inclusive Delray idea.
- Visit Florida Twitter Chat – Road Trips.
- Hosted group of 10 tour operators from the UK. Golf cart tours organized and escorted them to Silverball and the Arts Warehouse.
- Chamber Tourism Roundtable – Steering Committee meeting on June 18th. Did SWOT analysis and discussed ideas to help businesses out this summer. Planning next Roundtable for July.
- Visit Florida/SKIFT call regarding emerging Destination Marketing trends on June 19th
- Organized summer campaign initiatives with Visit Florida (re-tarting program), Discover the Palm Beaches (Facebook carousel and eblast feature)
- Developed content for Florida Travel + Life themed eblast. Beach Getaways

HVS

DISCOVER
**THE PALM
BEACHES**
FLORIDA



Dash Travel

100 East Atlantic Avenue, Suite 100
Fort Lauderdale, Florida 33301
561-456-8439
info@dashtravel.com
www.dashtravel.com

VISITFLORIDA®



Greater Delray Beach
Chamber of Commerce

Skift

DISCOVER
**THE PALM
BEACHES**
FLORIDA

FLORIDA
TRAVEL + LIFE

July 4th

- Door to door in the downtown with letter to merchants explaining street closures and delivered July 4th brochures.
- Meeting with City team on June 12th.
- Revised car show to be in front of the Seagate.
- Sent out press release and full page ad for Atlantic Ave magazine.
- Finalized vendors
- Sent out logistics documents to all participants including site maps, load in instructions, parking passes.
- Finalized event insurance.
- Paid barged and organized inspection by Fire Dept.
- Sent out VIP invitations
- Organized Flag Raising ceremony.
- Organized meet and greet with bands as well as US Army Jazz Ambassadors
- Met with volunteers and handed out assignments



8:00 AM Sandcastle Contest sponsored by Silverball Museum & Hosted by the HOW Foundation of South Florida

5:00 PM Flag Raising Ceremony at Atlantic Avenue & Glenwood Street

Non-Stop Entertainment at the Main Stage

5:00 - 5:45 PM Solid Brass

6:00 - 6:45 PM Max & Logan

7:00 - 8:00 PM EchoSmith

8:15 - 9:00 PM U.S. Army Jazz Ambassadors

9:00 PM Fireworks Show by Zambelli. Fireworks will launch from a barge in the Atlantic Ocean at A1A & Atlantic Avenue.

Admin & Development

- Sports Commission – SC
- TEAM Delray meeting - SI
- PGAD meeting - SI
- YPAD – SC
- DBMC Board meeting - All
- Chamber Board meeting – SI



Media:

Trips to Discover
Best Family Friendly Beaches in Florida
<https://www.tripstodiscover.com/best-family-friendly-beaches-in-florida/>

TRIPS to DISCOVER



Delray Beach (Hotel Prices & Photos)

Located on the Atlantic Ocean coastline, Delray Beach is a small beach town that is perfect for families. Without the crowds of tourist, you can enjoy its small town charm and beautiful beaches all day long. During kayaking, sailing and snorkeling are all things of any family to Delray Beach, while a dose of culture can be found at the Japanese inspired gardens at Morikami Museum & Japanese Gardens.

News 13 Orlando
Florida on a Tank Full
Play Decade old arcade games at Silverball Museum
<http://www.mynews13.com/fl/orlando/news/2018/06/01/florida-on-a-tankful--play-decades-old-arcade-games-at-silverball-museum>

SPECTRUM NEWS 13



Visit Florida – China publication
What's New in Florida (mentions Delray)

Impressions: 160,000

VISITFLORIDA®

Wakodahatchee Wetlands in Delray Beach named best park in Florida
South Florida.com
<http://www.southflorida.com/events/sf-wakodahatchee-best-park-delray-miami-florida-20180606-story.html>

southflorida.com

Wakodahatchee Wetlands in Delray Beach named best park in Florida | Video



AARP
 Real Possibilities

- AARP's Benefits include
- Travel Discounts
 - Access to Insurance
 - FREE Retirement Tools
 - Fights to Protect Medicare & Social Security
 - Up to 60% Off Eye Exams

Spectrum News 13 Orlando
Florida on a Tank Full
A Japanese Cultural Experience at Morikami Gardens
<http://www.mynews13.com/fl/orlando/florida-on-a-tankful/2018/06/21/florida-on-a-tankful--a-japanese-cultural-experience-at-morikami-gardens>

SPECTRUM NEWS 13



FLORIDA ON A TANKFUL: A JAPANESE CULTURAL EXPERIENCE AT MORIKAMI GARDENS

Publications

June Calendar



June Atlantic Ave Page 76 Free Major League Fun this Summer in Delray

DELRAY BEACH MARKETING COOPERATIVE

Free Major League Fun this Summer in Delray

Going into its 7th season of play, the South Florida Collegiate Baseball League remains one of the area's best hidden secrets, as some of the nation's top collegiate players come to Delray Beach to play during the summertime.

BY STEPHEN CHRISTIAN



The 10 team Wood Bat Summer League serves as an opportunity for college players to showcase themselves in hopes of reaching the Major Leagues. It has been thought to be by multiple major baseball outlets as one of the top summer collegiate leagues in the nation.

All home games for the Delray Beach Lightning are completely free of charge to attend and provide interactive family fun for everyone. Fans can participate in contests on the field between innings, with the opportunity to win a free Bahamas cruise for two every home game. Kids are also invited onto the field before the game to interact with the players and get autographs. Fun activities on field for kids include the Ducky Bat Race and Race the Best Speed Challenge. Families can sit in the shade and enjoy watching some of the best young rising stars of professional baseball.

The Delray Beach Lightning play their home games at the iconic Little Faunty which is a replica field of Fenway Park in Boston, Massachusetts built by New York Yankees 1978 World Series MVP Bucky Dent. The "Green Monster" which is a 40 foot high wall in left field features a score board reflecting the exact count, inning and situation when Dent hit his historical home run, giving the park an amazing ambience of baseball history. Recently the park has gone through a reimagining, with a new bathroom facility press box, concessions and, most important, shaded seating for the comfort of fans.

Players report on May 31st and begin playing their 40 plus game schedule the following day with the post season concluding by the end of July. Players from major Division I universities such as Florida, Florida State, and Auburn, as well as players from small Division II schools call the South Florida Collegiate League their summer home. In the last 4 seasons alone, 93 players have been selected in the Major League Draft, and to date 9 of them have already reached the Major Leagues.

This year's roster features players from 10 different countries. The roster also features two players from the University of Florida, one from the University of South Florida and multiple other players from Division I and II schools.

Have been identified as Major League draft prospects. Just in August, a right handed pitcher from the University of Florida is returning for his second summer with the Lightning. Alford, who is a native of Palm Beach Gardens, will throw opening night June 1st against the Boca Raton Braves. "I'm thrilled to be coming back for my second season. The exposure and development I receive from the coaches and scouts has helped me tremendously in my career," said Alford.

Managing the Delray Beach Lightning is Brian McMillan who is a former Miami Marlins second baseman and the current Associate Head Coach at Palm Beach Atlantic University in West Palm Beach. McMillan who has been coaching the Lightning since 2011 has seen numerous players go through the program and on to the Major Leagues.

Make sure you make it out to the ballpark this summer for some family fun. You never know you could be watching a future Major League player right here in Delray Beach!

For more information visit www.southfloridacollegiatebaseball.com and www.delraybeachlightning.com

Click



76 JULY 2014 WWW.ATLANTICAVEMAGAZINE.COM

Coming up.....
July 4th
Summer Campaign



Frog Alley Caribbean Festival
May 12, 2018
Final Report

Observations

- The event was successful due to Community input from the outset and continued support and promotion of the event throughout the planning process.
- The Scavenger Hunt was wildly successful. Needed to utilize extra T shirts as prizes.
- 10pm is a bit late to end. Most people were gone by 9:30pm.
- All food vendors and restaurants in the footprint enjoyed brisk business.

Budget

Financial contributors:

- CRA
- Community Improvement – Waste Management grant
- Healthier Delray Beach
- Dash Travel
- DBMC

The DBMC went over budget on this event due to increased entertainment costs. The DBMC Board agreed to utilize some of our summer campaign funds to break even.

Issues

- Someone ran over a globug leg during break down. We'll incur the costs to pay for that.
- Artists drove into the live event in order to try to leave early. PD will be following up with them.

Press and PR

- Brochures distribution (12,500)– Had to reprint because so many were delivered. Block captains in NWSW went door to door
- Atlantic Ave full page ad
- Delray Live appearance with Cheryl Haywood and Kristyn Cox on May 9th
- Weekly eblasts to targeted list of 5,500 with 23% open rate
- Social Media posts and ads
- Press in Sun Sentinel, Delray Newspaper, online publications
- Hot 105 PSAs
- Cover of May printed calendar

May 18, 2018



- Banner ads on VisitDelrayBeach.org and Chamber screens
- Announcements at City meetings
- Dedicated Frog Alley Caribbean Festival Web pages on TheSetDelray.org
- Banner installed at plaza on the Friday before the event.

Survey Results

How did you hear about the event?

Our efforts paid off in that all channels were referenced by at least one person. (flyer, social media, online calendar, newspaper, printed calendar, Hot 105, sign at the Plaza etc.)

The most mentions were:

- The flyer – 9 (thanks to the committee and block captains)
- Social media – 6
- Internet/Google – 5
- Relatives – 5

Is this something you would attend again?

99.5% would attend again. One person said they were just coming by this once.

What other types of activities would you like to see in The Set?

Lots of great ideas for other activities including:

Live Music – 6

Foodie events – 5

Free activities for kids – 3

Specific ideas included: Seafood Festival, Jerk Festival, Salsa/Latin Music, Battle of the Bands, Fashion Show

Resident or Visitor?

Residents – 26 (60%) - 6 specified that they were residents of The Set.

17 visitors (40%) primarily from other cities in Palm Beach county but also from Tampa, Dublin and Chicago. PBC -7/Broward – 6/Other – 4

For next time

Build in extra time for the paperwork required for vendors that do not have insurance or BTRs.

Comments

Reggie Cox - The Frog Alley Caribbean Festival was a great example of the power of community led strategic partnerships. Let's keep it going! I was able to purchase a Mother's Day gift form Glavidia, I think she got me. Congratulations to Patricia and all the dedicated individuals who made the festival a success.

Kristyn Cox - Good Afternoon. I want to share with you all the extremely positive feedback we're receiving from the Frog Alley Caribbean Festival this past weekend. See the emails below received from

May 18, 2018



various City partners, residents, committee members, etc. This was a great start to an annual community celebration about The Set's history, culture and heritage. Let's continue to grow together! If you have additional feedback, please forward it at your earliest convenience as the Branding Committee will be wrapping up with a breakdown of the event on Monday the 21st. Thank you all for your support, contributions and participation!

Laura Simon - Hello Patricia! Thank you so much for your email!!

Congratulations to you!! You are the force behind the vision of this event and the energy that made things happen! It would have not been the same without you!! It was beautiful to see the smiling happy faces, people dancing and having a great time and learning about the history of this community!! You should be very proud of your efforts and I thank you for your partnership and guidance!

Patricia Wright - I would like to personally thank the DBMC/Delray Beach Marketing Cooperative- Stephanie Immelman and her staff, DDA/Downtown Development Authority-Laura Simon, CRA/Community Redevelopment Agency-Kristyn Cox and staff, WARC/West Atlantic Redevelopment Coalition-The Set Branding Committee and The NW/SW Block Captains.

For working so hard at making the Frog Alley Caribbean Festival the first in The SET for being such a success and bring in the large diverse crowd we had. (A JOB WELL DONE). Thanks for helping to make a dream come true of mine to have this festival in the Frog Alley Community. I am Looking forward to the 2019 2nd Annual Frog Alley Caribbean Festival.

Charlene Farrington - Thank you, Jarrod and the DBMC team, for doing all of the heavy lifting. I received nothing but positive feedback.

Jarrod White - Just wanted to say thank you for helping make the Frog Alley event such a success! Best crowd, best energy and from what I witnessed everyone had a blast! Round 2 in 2019!

Joan Goodrich - Thanks for sharing Michael. In my opinion, the event's success was due to the passion and drive of the community to first inspire it (thanks Patricia Wright, champion of Frog Alley) and second to ensure its authenticity. The music and dancing was so uplifting and Stephanie and the DBMC's ability to keep the rains away were down right extraordinary. Go Delray Beach Go!

Michael Coleman - A million kudos to the Frog Alley Committee and DBMC staff!

The 2018 Frog Alley Caribbean Festival was an amazing event which drew the entire Delray Beach Community out to take part in the fun. My old friend, Mr. Ginton, who now lives in Lake Worth, came out and thoroughly enjoyed himself. So much so, that he wanted to express his thanks and appreciation to the organizers, for a job well done, but he had no idea who to thank. I assured him that I would pass on his appreciation. The event boasted a large and diverse crowd, all of whom enjoyed the beautiful music, and danced and sang together, arm in arm, right up until the last second. It is reactions such as that by your guests, which truly bear evidence that you all have done an excellent job and have presented a show which completely surpassed expectations!

Thanks once again to everyone who participated. Hopefully, the 2019 Caribbean Festival is already in the planning stages, as you guys are going to have to work hard, to either meet the bar that you set with this one...or better yet, top it! Once more, congratulations on an outstanding job!

May 18, 2018



Jeff Dash - Hi ,Thanks again for putting together a great event .

Mayor Petrolia - It was a great event! Two of my boys were there with a neighbor. They enjoyed it as well. Good Job!



May 18, 2018



6:03 PM

05/08/18

Accrual Basis

Delray Beach Marketing Cooperative
Balance Sheet
As of April 30, 2018

Apr 30, 18

ASSETS	
Current Assets	
Checking/Savings	
Bank United 4261	241,586.79
Petty Cash	1,100.00
Total Checking/Savings	242,686.79
Accounts Receivable	
Accounts Receivables	8,218.31
Total Accounts Receivable	8,218.31
Other Current Assets	
Prepaid Event Purchase	244.38
Prepaid Other Expenses	127.80
Total Other Current Assets	372.18
Total Current Assets	251,277.28
Fixed Assets	
Accumulated Depreciation	-740.00
Furniture and Equipment	10,892.79
Total Fixed Assets	10,152.79
TOTAL ASSETS	261,430.07
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	
Vendors	3.00
Accounts Payable - Other	28,457.01
Total Accounts Payable	28,460.01
Total Accounts Payable	28,460.01
Credit Cards	
SunTrust 0257	-6,661.56
Total Credit Cards	-6,661.56
Total Current Liabilities	21,798.45
Total Liabilities	21,798.45
Equity	
Retained Earnings	1,154.60
Unrestricted Net Assets	16,046.34
Net Income	222,430.68
Total Equity	239,631.62
TOTAL LIABILITIES & EQUITY	261,430.07

8:53 AM
06/13/18
Accrual Basis

Delray Beach Marketing Cooperative
Balance Sheet
As of May 31, 2018
May 31, 18

ASSETS

Current Assets

Checking/Savings

Bank United 4261 125,676.89

Petty Cash 1,100.00

Total Checking/Savings 126,776.89

Accounts Receivable

Accounts Receivables 8,218.31

Total Accounts Receivable 8,218.31

Other Current Assets

Prepaid Event Purchase 244.38

Prepaid Other Expenses 127.80

Total Other Current Assets 372.18

Total Current Assets 135,367.38

Fixed Assets

Accumulated Depreciation -740.00

Furniture and Equipment 10,892.79

Total Fixed Assets 10,152.79

TOTAL ASSETS 145,520.17

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable

Vendors 3.00

Accounts Payable - Other 28,457.01

Total Accounts Payable 28,460.01

Total Accounts Payable 28,460.01

Credit Cards

SunTrust 0257 -6,661.56

Total Credit Cards -6,661.56

Total Current Liabilities 21,798.45

Total Liabilities 21,798.45

Equity

Retained Earnings 1,154.60

Unrestricted Net Assets 16,046.34

Net Income 106,520.78

Total Equity 123,721.72

TOTAL LIABILITIES & EQUITY 145,520.17

2:38 PM
07/02/18
Accrual Basis

Delray Beach Marketing Cooperative
Balance Sheet
As of June 30, 2018
Jun 30, 18

ASSETS

Current Assets

Checking/Savings

Bank United 4261 77,358.25

Petty Cash 1,100.00

Total Checking/Savings 78,458.25

Accounts Receivable

Accounts Receivables 8,218.31

Total Accounts Receivable 8,218.31

Other Current Assets

Prepaid Event Purchase 244.38

Prepaid Other Expenses 127.80

Total Other Current Assets 372.18

Total Current Assets 87,048.74

Fixed Assets

Accumulated Depreciation -740.00

Furniture and Equipment 10,892.79

Total Fixed Assets 10,152.79

TOTAL ASSETS 97,201.53

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable

Vendors 3.00

Accounts Payable - Other 28,457.01

Total Accounts Payable 28,460.01

Total Accounts Payable 28,460.01

Credit Cards

SunTrust 0257 -6,661.56

Total Credit Cards -6,661.56

Total Current Liabilities 21,798.45

Total Liabilities 21,798.45

Equity

Retained Earnings 1,154.60

Unrestricted Net Assets 16,046.34

Net Income 58,202.14

Total Equity 75,403.08

TOTAL LIABILITIES & EQUITY 97,201.53

Delray Beach Marketing Cooperative
Profit & Loss Budget Performance
April through June 2018

	Apr - Jun 18	Oct '17 - Jun 18	YTD Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense					
Income					
Administrative Income					
City of Delray Beach	0.00	23,000.00	23,000.00	0.00	100.0%
Community Redevelopment Agency	88,977.50	241,932.50	305,910.00	-63,977.50	79.09%
Delray Beach Chamber	8,625.00	37,500.00	38,500.00	-1,000.00	97.4%
Administrative Income - Other	0.00	0.00	0.00	0.00	0.0%
Total Administrative Income	97,602.50	302,432.50	367,410.00	-64,977.50	82.32%
Delray Beach July 4th					
City	0.00	38,000.00	38,000.00	0.00	100.0%
Sponsor	4,500.00	4,500.00	40,000.00	-35,500.00	11.25%
Vendors	875.00	875.00	2,000.00	-1,125.00	43.75%
Total Delray Beach July 4th	5,375.00	43,375.00	80,000.00	-36,625.00	54.22%
Destination Marketing Income					
Chamber	1,875.00	7,500.00	7,500.00	0.00	100.0%
City	0.00	12,000.00	12,000.00	0.00	100.0%
Co-op Programs	700.00	1,655.50	10,000.00	-8,344.50	16.56%
CRA	0.00	12,500.00	25,000.00	-12,500.00	50.0%
Visit Florida Grant	0.00	0.00	5,000.00	-5,000.00	0.0%
Total Destination Marketing Income	2,575.00	33,655.50	59,500.00	-25,844.50	56.56%
Holiday					
Activities					
Gift Shop Sales	0.00	12,211.61	2,000.00	10,211.61	610.58%
Ice Skating Rink	0.00	8,003.00	9,000.00	-997.00	88.92%
OSS Carousel & Mini Golf	0.00	40,527.00	0.00	40,527.00	100.0%
Santa Photo	0.00	11,532.00	8,200.00	3,332.00	140.63%
Total Activities	0.00	72,273.61	19,200.00	53,073.61	376.43%
City	0.00	24,000.00	24,000.00	0.00	100.0%
Cookie Cruise	0.00	3,000.00	1,500.00	1,500.00	200.0%
DDA	0.00	0.00	0.00	0.00	0.0%
Donations	0.00	22,658.97	17,000.00	5,658.97	133.29%
New Years Eve	0.00	35,400.00	35,000.00	400.00	101.14%
Sponsor	17,000.00	39,280.00	40,000.00	-720.00	98.2%
Tree Lighting Vendors	0.00	1,100.00	5,000.00	-3,900.00	22.0%
Holiday - Other	0.00	1,001.00	0.00	1,001.00	100.0%
Total Holiday	17,000.00	199,713.58	141,700.00	57,013.58	140.24%
On The Ave					
Grove Week					
CRA Partnership Fee	0.00	6,250.00	12,500.00	-6,250.00	50.0%
Sponsors	0.00	2,500.00	2,500.00	0.00	100.0%
Vendors	0.00	475.00	0.00	475.00	100.0%
Total Grove Week	0.00	9,225.00	15,000.00	-5,775.00	61.5%
Sets in West					
CRA Partnership Fee	0.00	6,250.00	12,500.00	-6,250.00	50.0%
Sponsors	500.00	500.00	2,500.00	-2,000.00	20.0%
Vendors	300.00	300.00	0.00	300.00	100.0%
Total Sets in West	800.00	7,050.00	15,000.00	-7,950.00	47.0%
Total On The Ave	800.00	16,275.00	30,000.00	-13,725.00	54.25%
Total Income	123,352.50	594,451.58	678,610.00	-84,158.42	87.6%
Expense					
Administrative / Management					
Banking & Merchant Fees	52.30	564.79	600.00	-35.21	94.13%
Board Lunch	0.00	446.23	0.00	446.23	100.0%
City Fees	0.00	0.00	0.00	0.00	0.0%
Facilities and Equipment					
Depr and Amort - Allowable	0.00	0.00	0.00	0.00	0.0%
Donated Facilities	0.00	0.00	0.00	0.00	0.0%
Equip Rental and Maintenance	0.00	0.00	750.00	-750.00	0.0%
Property Insurance	0.00	1,128.00	0.00	1,128.00	100.0%
Rent	1,200.00	2,400.00	2,400.00	0.00	100.0%
Total Facilities and Equipment	1,200.00	3,528.00	3,150.00	378.00	112.0%
Insurance					
Directors Insurance	1,346.00	1,346.00	3,000.00	-1,654.00	44.87%
Health Insurance	11,054.01	28,869.60	31,300.00	-2,430.40	92.24%
Unemployment Insurance	0.00	0.00	2,801.00	-2,801.00	0.0%
Workman's Comp	742.00	1,456.00	1,700.00	-244.00	85.65%
Total Insurance	13,142.01	31,671.60	38,801.00	-7,129.40	81.63%
Meetings	0.00	154.24	0.00	154.24	100.0%
Mileage	287.92	316.40	1,200.00	-883.60	26.37%
Online Subscriptions	0.00	750.30	0.00	750.30	100.0%

Delray Beach Marketing Cooperative
Profit & Loss Budget Performance
April through June 2018

	Apr - Jun 18	Oct '17 - Jun 18	YTD Budget	\$ Over Budget	% of Budget
Payroll Expense					
Federal Taxes	790.64	790.64	0.00	790.64	100.0%
Federal Unemployment	0.00	0.00	0.00	0.00	0.0%
Fl. Unemployment	0.00	0.00	0.00	0.00	0.0%
Payroll Admin. Fee	0.00	547.82	900.00	-352.18	60.87%
Payroll taxes	3,162.56	14,231.91	20,623.00	-6,391.09	69.01%
Retirement Fund	0.00	24,493.70	25,000.00	-506.30	97.98%
Salaries	51,675.70	174,312.40	24,931.00	149,381.40	699.18%
Total Payroll Expense	55,628.90	214,376.47	71,454.00	142,922.47	300.02%
Postage, Mailing Service	0.00	0.00	100.00	-100.00	0.0%
Printing and Copying	0.00	0.00	0.00	0.00	0.0%
Professional Fees					
Audit Service	0.00	0.00	9,000.00	-9,000.00	0.0%
Bookkeeping / Contract Services	0.00	0.00	4,000.00	-4,000.00	0.0%
Legal	647.50	940.41	2,000.00	-1,059.59	47.02%
Total Professional Fees	647.50	940.41	15,000.00	-14,059.59	6.27%
Supplies	700.00	1,657.52	2,500.00	-842.48	66.3%
Telephone, Telecommunications	811.24	2,468.36	3,900.00	-1,431.64	63.29%
Web Hosting	0.00	317.17	1,800.00	-1,482.83	17.62%
Administrative / Management - Other	0.00	0.00	0.00	0.00	0.0%
Total Administrative / Management	72,469.87	257,191.49	138,505.00	118,686.49	185.69%
Depreciation Expense	0.00	0.00	0.00	0.00	0.0%
Destination Marketing					
Ads	3,628.05	6,478.05	36,000.00	-29,521.95	18.0%
Award Submissions	0.00	0.00	0.00	0.00	0.0%
Collateral	7,527.66	14,305.21	0.00	14,305.21	100.0%
Contingency in Budget	0.00	2,650.00	8,000.00	-5,350.00	33.13%
Dues & Subscriptions	1,372.43	2,112.43	1,500.00	612.43	140.83%
Meals	0.00	51.66	0.00	51.66	100.0%
Meetings & Conferences	4,403.29	7,041.50	9,000.00	-1,958.50	78.24%
Merchandise	0.00	1,179.00	0.00	1,179.00	100.0%
Misc	0.00	8,000.00	0.00	8,000.00	100.0%
Monthly Marketing	3,745.00	16,667.47	20,100.00	-3,432.53	82.92%
Photography & Video	0.00	335.00	3,000.00	-2,665.00	11.17%
Postage	0.00	0.00	0.00	0.00	0.0%
PR Firm	750.00	1,750.00	9,000.00	-7,250.00	19.44%
Retirement Fund	0.00	0.00	0.00	0.00	0.0%
Salaries	0.00	0.00	66,836.70	-66,836.70	0.0%
Supplies	0.00	150.00	2,500.00	-2,350.00	6.0%
Support of Sister Cities	0.00	0.00	0.00	0.00	0.0%
Travel, Meals & Entertainment	0.00	741.43	5,000.00	-4,258.57	14.83%
Travel Writers	0.00	213.56	0.00	213.56	100.0%
TWP Sponsorship Sun Sentinel	0.00	0.00	0.00	0.00	0.0%
Website design	1,380.00	6,380.00	0.00	6,380.00	100.0%
Total Destination Marketing	22,806.43	68,055.31	160,936.70	-92,881.39	42.29%
Holiday Expense					
Marketing					
Brochure	0.00	0.00	0.00	0.00	0.0%
Delray Newspaper Insert	0.00	3,000.00	0.00	3,000.00	100.0%
Design	0.00	0.00	0.00	0.00	0.0%
Digital Ads	0.00	356.23	0.00	356.23	100.0%
Stickers & Buttons	0.00	0.00	0.00	0.00	0.0%
Volunteer Shirts	0.00	0.00	0.00	0.00	0.0%
Website	0.00	3,000.00	2,600.00	400.00	115.39%
Marketing - Other	0.00	9,984.00	14,500.00	-4,516.00	68.86%
Total Marketing	0.00	16,340.23	17,100.00	-759.77	95.56%
New Years Eve					
Entertainment	0.00	11,520.00	0.00	11,520.00	100.0%
Fireworks	0.00	8,025.00	0.00	8,025.00	100.0%
Marketing	0.00	1,152.50	0.00	1,152.50	100.0%
Rentals	0.00	5,179.75	0.00	5,179.75	100.0%
Staff	0.00	1,925.00	0.00	1,925.00	100.0%
Supplies	0.00	6,799.58	0.00	6,799.58	100.0%
New Years Eve - Other	0.00	0.00	30,000.00	-30,000.00	0.0%
Total New Years Eve	0.00	34,601.83	30,000.00	4,601.83	115.34%
Retirement Fund	0.00	0.00	0.00	0.00	0.0%
Salaries	0.00	0.00	56,758.15	-56,758.15	0.0%
Santa Photo Rev Split	0.00	3,000.00	5,300.00	-2,300.00	56.6%
Site Management					
Employees	0.00	10,041.60	0.00	10,041.60	100.0%
Old School Square Rev Split	0.00	48,588.88	0.00	48,588.88	100.0%
Security	0.00	5,561.52	8,000.00	-2,438.48	69.52%
Site Management - Other	0.00	506.88	0.00	506.88	100.0%
Total Site Management	0.00	64,698.88	8,000.00	56,698.88	808.74%
Supplies	0.00	6,052.83	0.00	6,052.83	100.0%

Delray Beach Marketing Cooperative
Profit & Loss Budget Performance
April through June 2018

	Apr - Jun 18	Oct '17 - Jun 18	YTD Budget	\$ Over Budget	% of Budget
Travel, Meals & Entertainment	0.00	166.61	0.00	166.61	100.0%
Tree Build					
Contract Services	0.00	11,406.50	10,000.00	1,406.50	114.07%
Gift Shop	0.00	1,000.00	2,000.00	-1,000.00	50.0%
Refrigerator	0.00	0.00	0.00	0.00	0.0%
Signs	0.00	1,711.30	0.00	1,711.30	100.0%
Sound	0.00	750.00	750.00	0.00	100.0%
Travel, Meals & Entertainment	0.00	365.72	600.00	-234.28	60.95%
Volunteer Party	0.00	972.05	1,500.00	-527.95	64.8%
Total Tree Build	0.00	16,205.57	14,850.00	1,355.57	109.13%
Tree Lighting					
City Services	0.00	200.00	150.00	50.00	133.33%
Entertainment	0.00	3,100.00	7,000.00	-3,900.00	44.29%
Insurance	0.00	480.00	2,000.00	-1,520.00	24.0%
Photographer	0.00	475.00	0.00	475.00	100.0%
Sound & Lighting	0.00	9,971.75	0.00	9,971.75	100.0%
Supplies	0.00	0.00	4,500.00	-4,500.00	0.0%
Tent, tables, chair rental	0.00	1,491.00	0.00	1,491.00	100.0%
Total Tree Lighting	0.00	15,717.75	13,650.00	2,067.75	115.15%
Total Holiday Expense	0.00	156,783.70	145,658.15	11,125.55	107.64%
July 4th					
City Services	-2,000.00	130.00	0.00	130.00	100.0%
Entertainment	6,370.00	23,870.00	54,000.00	-30,130.00	44.2%
Insurance	1,700.00	1,700.00	3,000.00	-1,300.00	56.67%
Marketing	2,526.90	2,526.90	7,400.00	-4,873.10	34.15%
Retirement Fund	0.00	0.00	3,713.15	-3,713.15	0.0%
Salaries	0.00	0.00	37,131.50	-37,131.50	0.0%
Sound & Lighting	0.00	0.00	0.00	0.00	0.0%
Supplies	0.00	0.00	1,000.00	-1,000.00	0.0%
Travel, Meals & Entertainment	0.00	0.00	500.00	-500.00	0.0%
Total July 4th	8,596.90	28,226.90	106,744.65	-78,517.75	26.44%
On The Avenue					
Grove Week					
City Fees	0.00	50.00	2,225.00	-2,175.00	2.25%
Contract Services	0.00	5,561.75	3,000.00	2,561.75	185.39%
Entertainment	0.00	1,000.00	3,000.00	-2,000.00	33.33%
Insurance	0.00	0.00	225.00	-225.00	0.0%
Marketing	0.00	2,776.76	4,525.00	-1,748.24	61.37%
Photographer	0.00	250.00	300.00	-50.00	83.33%
Supplies	0.00	264.02	250.00	14.02	105.61%
Travel, Meals	0.00	149.26	0.00	149.26	100.0%
Total Grove Week	0.00	10,051.79	13,525.00	-3,473.21	74.32%
Retirement Fund	0.00	0.00	0.00	0.00	0.0%
Salaries	0.00	0.00	68,958.50	-68,958.50	0.0%
Sets in the West					
City Fees	1,167.93	1,317.93	2,225.00	-907.07	59.23%
Contract Services	5,386.30	5,386.30	3,000.00	2,386.30	179.54%
Entertainment	4,500.00	4,500.00	3,000.00	1,500.00	150.0%
Insurance	250.00	750.00	225.00	525.00	333.33%
Marketing	4,349.28	6,329.28	4,525.00	1,804.28	139.87%
Photographer	0.00	0.00	300.00	-300.00	0.0%
Supplies	0.00	0.00	250.00	-250.00	0.0%
Total Sets in the West	15,653.51	18,283.51	13,525.00	4,758.51	135.18%
Total On The Avenue	15,653.51	28,335.30	96,008.50	-67,673.20	29.51%
Reconciliation Discrepancies	-2,343.26	-2,343.26			
Total Expense	117,183.45	536,249.44	647,853.00	-111,603.56	82.77%
Net Ordinary Income	6,169.05	58,202.14	30,757.00	27,445.14	189.23%
Net Income	6,169.05	58,202.14	30,757.00	27,445.14	189.23%

Delray Beach Marketing Cooperative

Profit & Loss

April through June 2018

Apr - Jun 18

Ordinary Income/Expense

Income

Administrative Income

Community Redevelopment Agency 88,977.50

Delray Beach Chamber 8,625.00

Total Administrative Income 97,602.50

Delray Beach July 4th

Sponsor 4,500.00

Vendors 875.00

Total Delray Beach July 4th 5,375.00

Destination Marketing Income

Chamber 1,875.00

Co-op Programs 700.00

Total Destination Marketing Income 2,575.00

Holiday

Sponsor 17,000.00

Total Holiday 17,000.00

On The Ave

Sets in West

Sponsors 500.00

Vendors 300.00

Total Sets in West 800.00

Total On The Ave 800.00

Total Income 123,352.50

Expense

Administrative / Management

Banking & Merchant Fees 52.30

Facilities and Equipment

Rent 1,200.00

Total Facilities and Equipment 1,200.00

Insurance

Directors Insurance 1,346.00

Health Insurance 11,054.01

Workman's Comp 742.00

Total Insurance 13,142.01

Mileage 287.92

Payroll Expense

Federal Taxes 790.64

Payroll taxes 3,162.56

Salaries 51,675.70

Total Payroll Expense 55,628.90

Professional Fees

Legal 647.50

Total Professional Fees 647.50

Supplies 700.00

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Accrual Basis

Delray Beach Marketing Cooperative

Profit & Loss

April through June 2018

	Apr - Jun 18
Telephone, Telecommunications	811.24
Total Administrative / Management	72,469.87
Destination Marketing	
Ads	3,628.05
Collateral	7,527.66
Dues & Subscriptions	1,372.43
Meetings & Conferences	4,403.29
Monthly Marketing	3,745.00
PR Firm	750.00
Website design	1,380.00
Total Destination Marketing	22,806.43
July 4th	
City Services	-2,000.00
Entertainment	6,370.00
Insurance	1,700.00
Marketing	2,526.90
Total July 4th	8,596.90
On The Avenue	
Sets in the West	
City Fees	1,167.93
Contract Services	5,386.30
Entertainment	4,500.00
Insurance	250.00
Marketing	4,349.28
Total Sets in the West	15,653.51
Total On The Avenue	15,653.51
Reconciliation Discrepancies	-2,343.26
Total Expense	117,183.45
Net Ordinary Income	6,169.05
Net Income	6,169.05