

**DDA BUDGET 2015/2016 and PROPOSED FY16/17 BUDGET**  
**Top Line Report**  
**As of August 8, 2016 (approved by DDA board)**

As of 7/5/16	Final 2014-15	Approved Budget 2014-15	Approved Budget 2015-16	Amended Budget 2015-16	FY16/17 Approved Budget	Notes
<b>Revenues:</b>						
<b>AD VALOREM TAXES &amp; INTR</b>	625,741	621,828	692,831	692,831	798,976	95% of the expected tax revenue (full amount is \$841k) at 1.0000
<b>SPONSORSHIP RAISED</b>	84,872	90,143	62,000	79,288	32,000	\$5000 = Grant \$27,000 = Guidebook Ads Add Sponsor income as it is raised
<b>Total Revenues</b>	<b>710,613</b>	<b>711,971</b>	<b>754,831</b>	<b>772,119</b>	<b>830,976</b>	
<b>Expenditures</b>						
<b>DEVELOPMENT DDA</b>						
<b>DISTRICT ECONOMY</b>						
TOTAL MARKETING DDA DISTRICT	228,893	233,114	245,300	284,685	297,560	Visitor Center Redo, All PR, Marketing/Advertising and Programs/Events
RESEARCH and ECONOMIC DEVELOPMENT	35,214	46,638	56,950	62,850	82,850	Research Studies, Visitor Center Support, Surveys, Newsletter, Welcome Kit, Ped Counts, Annual Report, Econ Develop Programs
PLACE MAKING/CLEAN AND SAFE	71,969	71,523	90,000	94,000	105,000	Banners, Lights, Parking Program, Signage. WIFI
DDA DISTRICT GRANTS	61,315	61,325	50,000	50,250	40,000	WARC, PGAD, DBMC
<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>397,391</b>	<b>412,599</b>	<b>442,250</b>	<b>491,785</b>	<b>525,410</b>	
Payroll Expenses	235,900	219,688	227,440	171,852	216,280	Payroll (3 fulltime), insurance, tax, retirement, workmans comp
Operational Expenses	41,311	36,271	39,413	59,071	45,302	Auditor, Bookkeeping, Conf/Training, Deferred, Legal
Office Expenses	38,550	38,095	38,800	43,108	37,628	Office supplies, rent, phones, etc
<b>Total Organizational Expense</b>	<b>315,762</b>	<b>294,055</b>	<b>305,653</b>	<b>274,031</b>	<b>299,210</b>	
<b>Total Revenues</b>	<b>710,613</b>	<b>711,971</b>	<b>754,831</b>	<b>772,119</b>	<b>830,976</b>	
<b>Less Total Expenses</b>	<b>713,152</b>	<b>706,654</b>	<b>747,903</b>	<b>765,816</b>	<b>824,620</b>	
<b>Net Income for year</b>	<b>(7,539)</b>	<b>5,317</b>	<b>6,928</b>	<b>6,303</b>	<b>6,356</b>	
<b>Raised Revenues - Private</b>						
SPONSORSHIP RAISED	84,872	90,143	62,000			
IN KIND REVENUES	1,300					
<b>Total Raised Revenues</b>	<b>86,172</b>	<b>90,143</b>	<b>62,000</b>			

As of 8.8.16		1	2	3	6	
<b>A</b>		Final	Approved	Approved	Amended	FY16/17 DDA
Revenue & Expenses		2014-15	Budget 2014-15	Budget 2015-16	Budget 2015-16	Approved Budget
REVENUES						NOTES
AD VALOREM TAXES & INTR.						
1 Ad Valorem Taxes	625,618	621,718	692,721	692,721	798,976	95% of the expected tax revenue (full amount is \$841k)
2 Interest earned	122	110	110	110		
3 AD VALOREM TAXES & INTR.	625,741	621,828	692,831	692,831	798,976	increase of \$106,444
SPONSORSHIP RAISED						
4 Sponsorship Income - Marketing	17,650	17,650		12,786		
5 Miscellaneous Income	6,302	6,243		5,377	5,000	VisitFlorida Small Business Grant received for July 2016 - July 2017 use
6 Guide Book Income	24,900	25,250	26,000	25,125	27,000	Advertising income projected based on HA shows confirmed
7 Howard Alan	36,000	36,000	36,000	36,000		
8 Other Legacy Partners	20	5,000			0	
9 SPONSORSHIP RAISED	84,872	90,143	62,000	79,288	32,000	
10 TOTAL REVENUES	710,613	711,971	754,831	772,119	830,976	
Expenditures						
DEVELOPMENT DDA DISTRICT ECONOMY						
MARKETING DDA DISTRICT TOTAL						
11 Downtown Guide Book	24,401	25,250	26,000	26,873	27,000	Forecast same costs different layout
12 Visitor Info. Centre Phone & Utilities	1,741	2,047	2,100	5,000	18,000	extra interior physical changes
13 Visit Florida Welcome Centers	3,360	3,354	3,500	3,680	3,600	same as b/4
14 Website Design & Update	7,495	8,727	13,800	13,800	9,160	amortized amount \$595. + \$2010 total bal previous update
15 Public Relations & Communication	12,500	12,500	18,900	18,900	22,500	Based on increase
16 Other Misc. Advertising expenses	13,449	13,810	25,000	32,000	25,000	Photography, PBI and FLL Airport Signage, Stickers, Radio, etc
17 DDA Business Program Marketing	165,948	167,426	156,000	184,432	192,300	
18 TOTAL MARKETING DDA DISTRICT	228,893	233,114	245,300	284,685	297,560	
19 RESEARCH and ECONOMIC DEVELOPMENT	35,214	46,638	56,950	62,850	82,850	Retail and Bus Development Study costs
20 PLACE MAKING/CLEAN AND SAFE	71,969	71,523	90,000	94,000	105,000	ongoing twinkle lights Maint \$11,400, Holiday lights \$42,000 Banners \$10,000; Parking Program
TOTAL DEVELOPMENT DDA DISTRICT ECONOMY	336,076	351,274	392,250	441,535	485,410	
DDA DISTRICT GRANTS						
21 Pineapple Grove	4,990	5,000	5,000	5,000	5,000	Approved Grant Request

	As of 8.8.16	1	2	3	6		
	<b>A</b> Revenue & Expenses	Final 2014-15	Approved Budget 2014-15	Approved Budget 2015-16	Amended Budget 2015-16	FY16/17 DDA Approved Budget	NOTES
22	West Atlantic	5,000	5,000	15,000	15,250	5,000	Approved Grant Request
23	Chirstmas Tree Partnership	30,000	30,000	30,000	30,000	30,000	Approved Grant Request
24	Christmas Tree Maintenance	21,325	21,325	0		0	
25	<b>TOTAL DDA DISTRICT GRANTS</b>	<b>61,315</b>	<b>61,325</b>	<b>50,000</b>	<b>50,250</b>	<b>40,000</b>	
26	<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>397,391</b>	<b>412,599</b>	<b>442,250</b>	<b>491,785</b>	<b>525,410</b>	
	<b>Expenditures Office/Administrative</b>						
27	DDA Payroll	191,058	177,434	182,536	139,565	167,292	Includes staff increase 5%
28	P/R Taxes,SUTA,FUTA	14,942	14,222	14,540	10,957	13,008	
29	Health Insurance	14,794	13,051	13,051	11,964	19,577	DDA is on the City of DB Insurance plan - plan will change in Oct. Costs have not been projected
30	Worker's Comp, Ins	1,055	895	895	1,460	2,000	due 3 fulltime staff
31	Retirement	14,052	14,086	16,418	7,906	14,403	10% Director and 7% for Staff starting Feb. 17
32	<b>Payroll Expenses</b>	<b>235,900</b>	<b>219,688</b>	<b>227,440</b>	<b>171,852</b>	<b>216,280</b>	Per payroll projections
33	Independent Contractor	0	0	0		0	
34	External Audit Fees	6,800	6,800	6,800	6,800	6,800	Based on FY14/15
35	Bookkeeping & Payroll Svcs	4,980	4,980	5,616	5,660	5,700	
36	Dues, Subscriptions	4,581	4,557	4,600	4,012	4,500	
37	Board Liability Ins + Office Contents	7,296	7,296	7,942	7,346	7,347	
38	Property Appraiser Fee	4,870	5,396	5,455	5,053	5,755	
39	Conferences Travel Meetings	8,322	7,242	9,000	12,000	10,000	IDA conf falls into 2015/16 (reduced 2000)
40	Legal Fees	4,463	0		200	200	
41	Deferred Expenses	0	0		18,000	5,000	Increase when Amend budget at 6 month review
42	<b>Operational Expenses</b>	<b>41,311</b>	<b>36,271</b>	<b>39,413</b>	<b>59,071</b>	<b>45,302</b>	
43	Car allowance	3,600	3,600	3,600	3,000	3,000	
44	Phones	5,897	5,736	6,000	7,000	5,028	\$2,220. cells \$1,608 Phones Comcast\$1,200
45	Office Supplies & repairs etc	8,012	7,537	8,000	12,858	8,900	
46	Postages & Printing	3,042	3,182	3,200	1,500	1,500	
47	Office rental	18,000	18,041	18,000	18,750	19,200	\$1.600 per month expecting an increase
48	<b>Office Expenses</b>	<b>38,550</b>	<b>38,095</b>	<b>38,800</b>	<b>43,108</b>	<b>37,628</b>	
49	<b>Total Organizational Expenses</b>	<b>315,762</b>	<b>294,055</b>	<b>305,653</b>	<b>274,031</b>	<b>299,210</b>	
50	<b>Total Revenues</b>	<b>710,613</b>	<b>711,971</b>	<b>754,831</b>	<b>772,119</b>	<b>830,976</b>	
51	<b>Less Total Expenses</b>	<b>713,152</b>	<b>706,654</b>	<b>747,903</b>	<b>765,816</b>	<b>824,620</b>	
52	<b>Less Bad Debt</b>	<b>5,000</b>					
53	<b>Net Income for year</b>	<b>-7,539</b>	<b>5,317</b>	<b>6,928</b>	<b>6,303</b>	<b>6,356</b>	

	<b>As of 8.8.16</b>	1	2	3	6		
	<b>A</b> Revenue & Expenses	Final 2014-15	Approved Budget 2014-15	Approved Budget 2015-16	Amended Budget 2015-16	FY16/17 DDA Approved Budget	NOTES
54	In Kind Revenues	1,300					

## Marketing and Advertising Summary Budget

As of 8.8.16

		1	2	3	4	
		Final	Approved	Approved	Amended	FY16/17 DDA
	MARKETING DDA DISTRICT TOTAL	2014-15	Budget 2014-15	Budget 2015-16	Budget 2015-16	Approved Budget
	<b>DDA BUSINESS PROGRAM MARKETING</b>					
	TOTAL CREATIVE & BROCHURE					
4	PRINTING	37,603	38,110	31,500	36,500	39,100
7	TOTAL LOCAL PRINT ADVERTISING	8,010	8,010	12,000	10,000	10,000
11	TOTAL INTERNET ADVERTISING	26,071	26,900	30,000	30,000	32,000
15	TOTAL MEDIA ADVERTISING	28,925	30,675	30,500	33,500	27,500
16	TOTAL MONTHLY CAMPAIGN	100,609	103,695	104,000	110,000	108,600
	TOTAL LOCAL/REGIONAL/NTL					
25	PUBLICATIONS	24,008	22,533	22,000	19,432	15,700
26	RETAIL PROMOTIONS	41,331	41,198	30,000	55,000	68,000
27	<b>SUB TOT MARKETING DDA DISTRICT</b>	<b>165,948</b>	<b>167,426</b>	<b>156,000</b>	<b>184,432</b>	192,300
28	<b>LESS EXPS - SPONSOR TO BE RAISED</b>	<b>(23,996)</b>	<b>(23,893)</b>			
	<b>TOT MARKETING DDA DISTRICT</b>					
29	<b>EXPENSES BUDGET</b>	<b>142,902</b>	<b>143,533</b>	<b>156,000</b>	<b>184,432</b>	

	as of 8.8.16	1	2	3	4		
	<b>B</b>						
	<b>MARKETING DDA DISTRICT</b>	<b>Final</b>	<b>Approved</b>	<b>Approved</b>	<b>Amended Budget</b>	<b>FY16/17 DDA</b>	
	<b>TOTAL</b>	<b>2014-15</b>	<b>Budget 2014-15</b>	<b>Budget 2015-16</b>	<b>2015-16</b>	<b>Approved Budget</b>	<b>Notes</b>
	<b>DDA BUSINESS PROGRAM</b>						
	<b>MARKETING</b>						
	<b>CREATIVE &amp; BROCHURE PRINTING</b>						
1	All Creative	31,479	31,072	25,000	30,000	31,000	
2	Monthly Web Updates	1,546	2,301	1,500	1,500	3,600	Increase in fees for updates
3	Printing - Brochure	4,578	4,737	5,000	5,000	4,500	
4	<b>TOTAL CREATIVE &amp; BROCHURE PRINTING</b>	<b>37,603</b>	<b>38,110</b>	<b>31,500</b>	<b>36,500</b>	<b>39,100</b>	
5	<b>LOCAL PRINT ADVERTISING</b>						
6	Newspapers	8,010	8,010	12,000	10,000	10,000	
7	<b>TOTAL LOCAL PRINT ADVERTISING</b>	<b>8,010</b>	<b>8,010</b>	<b>12,000</b>	<b>10,000</b>	<b>10,000</b>	
8	<b>INTERNET ADVERTISING</b>						
9	Social Media Facebook etc. & Monthly Web	24,371	26,900	30,000	30,000	32,000	Increase for Email Marketing program
10	Public Relations	1,700	0			0	
11	<b>TOTAL INTERNET ADVERTISING</b>	<b>26,071</b>	<b>26,900</b>	<b>30,000</b>	<b>30,000</b>	<b>32,000</b>	
12	<b>MEDIA ADVERTISING</b>						
13	TV Ads - 15 Spots	15,150	15,150	18,000	12,000	12,000	
14	Video Production	13,775	15,525	12,500	21,500	15,500	Continue video development
15	<b>TOTAL MEDIA ADVERTISING</b>	<b>28,925</b>	<b>30,675</b>	<b>30,500</b>	<b>33,500</b>	<b>27,500</b>	
16	<b>TOTAL MONTHLY CAMPAIGN</b>	<b>100,609</b>	<b>103,695</b>	<b>104,000</b>	<b>110,000</b>	<b>108,600</b>	
17	<b>LOCAL/REGIONAL/NTL PUBLICATIONS</b>						
18	Delray Beach Magazine	4,000	4,000	6,000	4,000	2,000	
19	Boca Magazine	4,000	4,000	4,000	2,000	2,000	
20	Other Publications	1,238	1,238	2,500	2,500	6,000	Boca Observer & Modern Luxury (reduced 2000)
21	Travel Guide to Florida - Annual	4,148	4,148	0	1,050	0	
22	Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	5,929	4,454	4,500	4,500	3,000	
23	Visit Florida - Beach Magazine	1,994	1,994	2,500	2,659	2,700	
24	Publications - Creative	2,700	2,700	2,500	2,723	0	
25	<b>TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS</b>	<b>24,008</b>	<b>22,533</b>	<b>22,000</b>	<b>19,432</b>	<b>15,700</b>	
26	<b>RETAIL PROMOTIONS</b>	<b>41,331</b>	<b>41,198</b>	<b>30,000</b>	<b>55,000</b>	<b>68,000</b>	increase due to increase in city costs for events

27	SUB TOT MARKETING DDA DISTRICT	165,948	167,426	156,000	184,432	192,300	
28	LESS EXPS - SPONSOR TO BE RAISED	(23,996)	(23,893)				
29	TOT MARKETING DDA DISTRICT EXPENSES BUDGET	142,902	143,533	156,000	184,432		