

**DBDDA FISCAL YEAR 2024_25 DRAFT
TOP LINE BUDGET REPORT**

Updated 08/20/2024 - Draft for 9.03.24	2	3
	Amended Budget 2023_24	Proposed Budget 2024_25
REVENUES		
AD VALOREM TAXES & INTR.	1,712,827	1,837,362
SPONSORSHIP RAISED	51,444	0
Total DB Old School Square Revenue		
TOTAL REVENUES	1,794,271	1,837,362
EXPENDITURE DEVELOPMENT DDA DISTRICT ECONOMY		
TOTAL MARKETING DDA DISTRICT	231,600	231,500
ECONOMIC VITALITY / DEVELOPMENT	298,000	223,500
PLACEMAKING/CLEAN AND SAFE	496,340	526,000
TOTAL DDA DISTRICT GRANTS	25,000	18,000
Delray Beach Old School Square		
TOTAL BUSINESS DEVELOPMENT	1,080,940	1,029,000
Payroll Expenses	471,184	568,938

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	Amended Budget 2023_24	Proposed Budget 2024_25
Operational Expenses	114,123	109,969
Office Expenses	114,533	117,974
Capital Expenditure	8,000	8,000
Total Office/Administrative	707,840	804,881
Total Revenues	1,794,271	1,837,362
Less Total Expenses	1,788,780	1,833,881
OSS Net Loss for the Year	0	0
Less Fraud Expenses	(1,569)	0
Net Income for year	3,922	3,480
Raised Revenues - Private		
SPONSORSHIP RAISED	51,444	0
IN KIND REVENUES	0	0
Total Raised Revenues	51,444	0
DB OSS		
DB Old School Square Revenue	1,414,482	1,103,000
DB Beach Old School Expenses	1,409,183	1,098,000
OSS Net Income for the Year	5,299	5,000

DBDDA FY2024_25 BUDGET DRAFT - SUMMARY PAGE A

Updated 08/20/2024 - Draft for 9.03.24		2	3
A			
Revenue & Expenses		Amended Budget 2023_24	Proposed Budget 2024_25
REVENUES			
AD VALOREM TAXES & INTR.			
1	Ad Valorem Taxes	1,711,104	1,835,662
2	Interest earned	1,723	1,700
3	AD VALOREM TAXES & INTR.	1,712,827	1,837,362
SPONSORSHIP RAISED			
4	Sponsorship Income - Marketing	38,498	0
5	Miscellaneous Income	12,946	0
6	Downtown Guide Book Income	0	0
7	Howard Alan Events	0	0
8	SPONSORSHIP RAISED	51,444	0
DDA	<i>Funds Allocated Brought Forward from Previous Financial Year</i>	30,000	0
OSS	Total DB Old School Square Revenue		
Aud	Provision of Uncollectible Receivable		
9	TOTAL REVENUES	1,794,271	1,837,362
EXPENDITURES:			
DEVELOPMENT DDA DISTRICT ECONOMY			
MARKETING DDA DISTRICT			
10	Downtown Retail & Rest. Guide Book	12,000	10,000
11	Visitor Information Center (Moved item into MKT)		20,000
13	Website Design & Update	12,000	30,000
14	Public Relations & Communication	42,000	42,000

DBDDA FY2024_25 BUDGET DRAFT - SUMMARY PAGE A

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A	Revenue & Expenses	Amended Budget 2023_24	Proposed Budget 2024_25
15	Misc Advertising	12,000	2,000
16	DDA Program Marketing Totals	153,600	127,500
17	TOTAL MARKETING DDA DISTRICT	231,600	231,500
18	ECONOMIC VITALITY / DEVELOPMENT	298,000	223,500
19	PLACEMAKING/CLEAN AND SAFE	496,340	526,000
oss	Delray Beach Old School Square		
20	TOTAL DEVELOPMENT DDA DISTRICT ECONOMY	1,025,940	981,000
21	TOTAL DDA DISTRICT GRANTS	25,000	18,000
DDA	Downtown Camera Project	30,000	30,000
22	TOTAL BUSINESS DEVELOPMENT	1,080,940	1,029,000
	Expenditures Office/Administrative		
23	DDA Payroll	380,000	427,658
24	P/R Taxes,SUTA,FUTA	29,000	64,694
25	Health Insurance	42,149	43,835
26	Worker's Comp, Ins	2,035	2,140
27	Retirement	18,000	30,611
28	Payroll Expenses Total	471,184	568,938
29	Independent Contractor	0	0
30	External Audit Fees	22,000	22,000
31	Bookkeeping & Payroll Svcs	9,690	9,800
32	Dues, Subscriptions	12,000	10,000
33	Board Liability Ins + Office Contents	11,562	12,785

DBDDA FY2024_25 BUDGET DRAFT - SUMMARY PAGE A

Updated 08/20/2024 - Draft for 9.03.24		2	3
	A		
	Revenue & Expenses	Amended Budget 2023_24	Proposed Budget 2024_25
34	Property Appraiser Fee	8,871	10,384
35	Meetings, Conferences, Training	20,000	15,000
36	Legal Fees	30,000	30,000
37	Operational Expenses Total	114,123	109,969
38	Car allowance	3,000	3,000
39	Phones	6,610	6,700
40	Office Supplies & repairs etc	27,000	28,000
41	Postages & Printing	667	700
42	Office rental	77,256	79,574
43	Office Expenses Total	114,533	117,974
44	Capital Expenditure	8,000	8,000
45	Total Office/Administrative	707,840	804,881
46	Total Revenues	1,794,271	1,837,362
47	Less Total Expenses	1,788,780	1,833,881
48	Less Bad Debt		
49	OSS Net Loss for the Year	0	0
	Less Fraud Expenses	(1,569)	
50	Funds Allocated Brought Forward from Previous Financial Year		
51	Net Income for year	3,922	3,480
52	In Kind Revenues		

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Updated 08/20/2024 - Draft for 9.03.24		2	3
<u>A</u> Revenue & Expenses		Amended Budget 2023_24	Proposed Budget 2024_25
DBOSS Net Summary			
OSS1	Total DB Old School Square Revenue	1,414,482	1,103,000
OSS2	Less Delray Beach Old School Square Expenses	1,409,183	1,098,000
OSS3	OSS Net Income for the Year	5,299	5,000

DBDDA FISCAL YEAR 2024_25 DRAFT BUDGET - MARKETING PAGE B

	Updated 08/20/2024 - Draft for 9.03.24	2	3
	B		
	MARKETING DDA DISTRICT TOTAL	Amended Budget 2023_24	Proposed Budget 2024_25
	CREATIVE DESIGN & PRINTING		
1	All Creative	48,000	48,000
2	Printing - Brochure	10,000	8,000
3	TOTAL CREATIVE DESIGN & PRINTING	58,000	56,000
4	LOCAL PRINT ADVERTISING		
5	Newspapers	6,000	6,000
6	TOTAL LOCAL PRINT ADVERTISING	6,000	6,000
7	DIGITAL ADVERTISING		
8	Social Media & Online advertising	42,000	40,000
9	TOTAL INTERNET ADVERTISING	42,000	40,000
10	MEDIA ADVERTISING		
11	TV Commercial advertising	20,000	12,000
12	Video Production	8,000	5,000
13	TOTAL MEDIA ADVERTISING	28,000	17,000
14	TOTAL MONTHLY CAMPAIGN	134,000	119,000
15	LOCAL/REGIONAL/NTL PUBLICATIONS		
16	Delray Beach Magazine	5,500	5,500
17	Boca Magazine	5,500	0
18	Other Publications	5,000	3,000
20	Visit Florida Annual Trav. Magazine/Coop	1,500	0
21	TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	17,500	8,500

22	DOWNTOWN PROGRAMS and EVENTS		
23	Marketing Expense Miscellaneous	2,100	
24	DDA PROGRAM MARKETING TOTALS	153,600	127,500
25	LESS EXPS - SPONSOR TO BE RAISED	(51,444)	0
26	TOT MARKETING DDA DISTRICT EXPENSES BUDGET	102,156	127,500

ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT PAGE C

	Updated 08/20/2024 - Draft for 9.03.24	2	3
	C ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Amended Budget 2023_24	Proposed Budget 2024_25
	DETAIL ITEMS		
1	Annual Report	3,500	3,500
2	Email Messaging (B2B)	6,500	4,000
3	Business Developmant Materials	8,000	8,000
4	Database and Inventory Management	20,000	18,000
5	Research and Development Plans	10,000	10,000
6	Visitor Information Center	52,000	
7	DOWNTOWN PROGRAMS and EVENTS (Includes programs for Libby Wesley)	198,000	180,000
	TOTAL ECONOMIC VITALITY	298,000	223,500

**PLACEMAKING CLEAN AND SAFE PAGE D
FISCAL YEARY 2024_25 DRAFT BUDGET**

	Updated 08/20/2024 - Draft for 9.03.24	2	3
	D PLACEMAKING	Amended Budget 2023_24	Proposed Budget 2024_25
	DETAIL ITEMS		
1	Street Pole Banner Management	32,000	35,000
2	Decorative Lighting Annual program	40,000	50,000
3	Holiday Lighting	24,340	30,000
4	Downtown Safety Ambassador Program	330,000	330,000
5	Downtown Parking	15,000	8,000
6	Signage and Kiosks	5,000	5,000
7	Downtown Beautification - Clean/ Amenities/Public Art	50,000	50,000
8	Libby Wesley Plaza Activation - NEW		18,000
	TOTAL PLACEMAKING	496,340	526,000

Delray Beach Old School Square Fiscal Year 2024_25 DRAFT Budget

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		Amended Budget 2023_24	Proposed Budget 2024_25
OSS#	Revenues		
1	Funding	\$1,000,000	\$800,000
2	Donations	\$25,000	\$20,000
3	Sponsorship	\$6,000	\$20,000
4	Venue Rentals	\$60,000	\$60,000
5	OSS Program Income	\$80,000	\$200,000
6	Museum Store	\$10,000	\$3,000
OSS Revenue Carried Forward to next FY			
OSS Revenue Brought Forward from Prev FY		\$233,482	
7	Total Revenues:	\$1,414,482	\$1,103,000
EXPENSES			
OPERATIONS			
8	Event/Campus Coordinator	\$50,000	\$50,000
9	Cultural Arts Director	\$93,383	\$98,000
10	Cornell Part Time Staff Member	\$45,000	\$45,000
11	DDA Team Management	\$12,000	\$8,000
12	Special Events Manager	\$75,000	\$65,000
TOTAL PAYROLL		\$275,383	\$266,000
13	Other Contract Staff	\$30,000	\$20,000
14	Campus Security (Ambassadors)	\$25,000	\$25,000
15	Administrative and Facility Expenses	\$80,000	\$70,000
16	Equipment Costs	\$20,000	\$10,000
17	Additional Insurance	\$5,000	\$5,000

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		Amended Budget 2023_24	Proposed Budget 2024_25
18	TOTAL OPERATIONS:	\$435,383	\$130,000
MARKETING			
19	Marketing	\$24,000	\$22,000
20	New Website	\$18,000	\$8,000
21	Creative	\$35,000	\$39,000
22	Printing	\$18,000	\$15,000
23	Advertising	\$48,000	\$47,000
24	Public Relations	\$48,000	\$48,000
25	TOTAL MARKETING:	\$191,000	\$179,000
CORNELL EXHIBITIONS/ACTIVATIONS			
26	Museum Store Expenses	\$3,000	\$3,000
28	Museum Activations (events and activations)	\$75,000	\$75,000
	Exhibition (Combined Rotating and New)	\$20,000	\$25,000
30	TOTAL:	\$98,000	\$103,000
AMPHITHEATER and PARK			
31	Events and Activations	\$300,000	\$200,000
32	Outdoor Art or Games Installation	\$35,000	\$20,000
33	Summer Festivals	\$300,000	\$170,000
34	TOTAL:	\$635,000	\$390,000
BUSINESS PLAN			
35	Professional Advisor - Strat Plan	\$15,000	\$0
36	TOTAL:	\$15,000	\$0
SEASONAL LIGHTING			
37	Holiday & Decorative Lighting	\$6,800	\$10,000

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		Amended Budget 2023_24	Proposed Budget 2024_25
38	TOTAL :	\$6,800	\$10,000
	PLACEMAKING		
39	Grounds Maintenace	\$20,000	\$15,000
40	Signage	\$8,000	\$5,000
41	TOTAL:	\$28,000	\$20,000
	TOTAL EXPENSE:	\$1,409,183	\$1,098,000
	OSS Net Income for the Year	\$5,299	\$5,000