



FY24 - 25 PROPOSED BUDGET





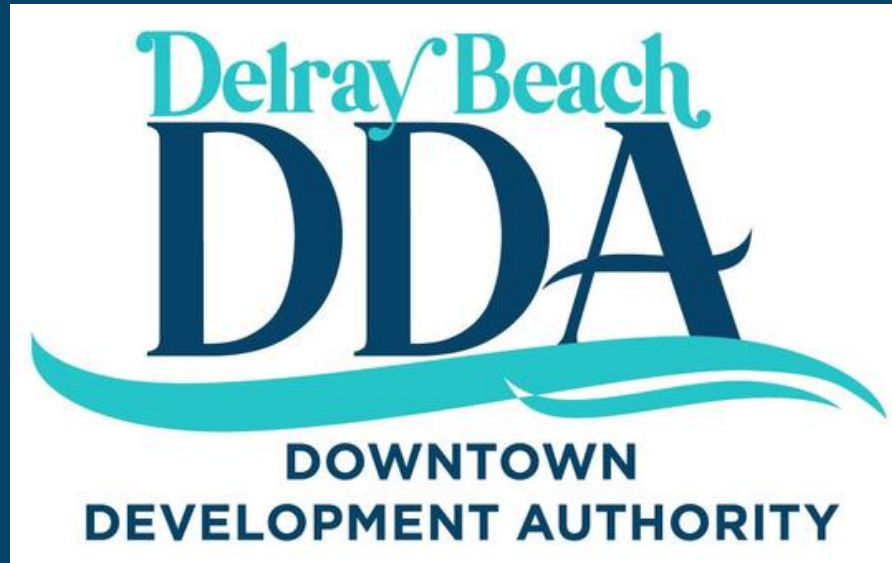
DDA Vision & Mission

Vision

The Delray Beach Downtown Development Authority is a model of credibility, professionalism and productivity generating valued outcomes.

Mission

The DDA stimulates, enhances and sustains the economic vitality of Downtown Delray Beach and the quality of life enjoyed by locals and visitors.



INTRO

- **Created by State Statute in 1971**
 - **Special Taxing District (Independent of the City)**
- **Voted by Downtown Property and Business Owners (1971, 1993, 1998)**
 - **Maximum of 1 mil tax on property owners within Downtown District**
 - **DDA reinvests those funds back into Downtown**
 - **Responsible for the economic vitality of the DDA District**



FY24-25 BUDGET FORECAST

DDA Revenues:	FY23/24	FY24/25 PROPOSED
Ad Valorem Tax Revenue +interest	\$ 1,712,827	\$1,837,362
Sponsorship:	\$ 51,444	\$0
Total Revenue:	\$ 1,794,271	\$1,837,362
Proposed Expenditures:		
Marketing the District	\$ 420,650	\$ 235,500
Economic Vitality	\$ 105,000	\$ 226,500
Placemaking	\$ 496,340	\$ 521,000
District Grants	\$ 25,000	\$ 18,000
Downtown Camera Project	\$ 30,000	\$ 30,000
Operations/Organizational	\$ 707,840	\$ 804,881
Total Expenses	\$ 1,788,780	\$1,833,881

****Sponsorship/Partnership Income:** this income is not guaranteed and is not included in the forecast projections.

MARKETING DOWNTOWN PRIORITIES

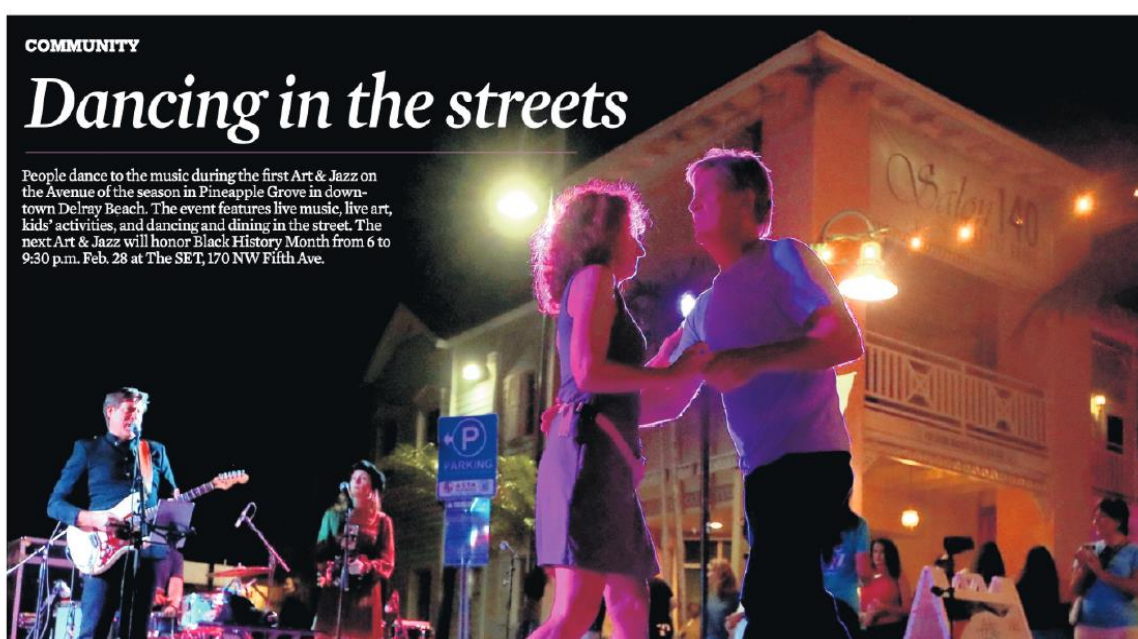
Create a positive image that highlights the downtown's unique assets



- Market and Promote the Downtown through all channels as a destination for locals, visitors and businesses**
- Enhance the Summer Marketing campaign**
- Downtown Event & Program Marketing**
- Creative Development of all marketing and ad materials**
- Public Relations for all programs, operations and media inquiries**
- Enhance and expand the Visitor Information Center communications**
- Develop and Implement the New Downtowndelraybeach.com site**


- CREATIVE DESIGN & PRINTING: \$56,000**
- PRINT MEDIA: \$28,500**
- DIGITAL/TV: \$59,000**
- PUBLIC RELATIONS: \$42,000**
- VISITOR INFO CENTER: \$20,000**
- WEBSITE DEVELOPMENT: \$30,000**

BUDGET FORECAST: \$235,500



Marketing Downtown Delray

- Broadcast TV Commercials
- Connected TV Commercials
- Digital Ads
- Dedicated Web Pages and Site
- Rack Cards (4000 distribution average)
- Fence Banners at OSS Concerts
- Social Media Posts
- Newspaper Ads (The Coastal Star)
- Public Relations



THE SUMMER OF
#LoveDelray

**Discounts at hotels
and participating businesses
in Downtown Delray**

STARTING MAY 24

www.downtowndelraybeach.com/lovedelray

SHOP SMALL

Social Media Video Campaign



- Highlighted 10 of our small businesses in Downtown
- Impressions: 52,636

#LoveDelray Digital Ads

IMPRESSIONS: 362,313

INTERACTIONS: 110,329

CONVERSIONS: 334

#LoveDelray Social

NUMBER OF POSTS: 12

IMPRESSIONS: 33,854

ENGAGEMENTS: 3,127

VIEWS/LIKES/SHARES: 11,384/973/212



Delray Beach Downtown Development Authority

Posted by Ellie J Herman

Jun 20 · 🌐

Shop, Dine & Save in Delray



downtowndelraybeach.com

Summer Savings in Delray

Learn more

See insights and ads

Boost post

👍 Like

💬 Comment

➦ Share

👍❤️ 120

Public Relations

SunSentinel LOCAL & STATE

We have a winner! South Florida city voted top spot for the best beach in USA Today poll

By Kari Barnett
South Florida Sun Sentinel

Hundreds of miles of beautiful beaches grace the Sunshine State's coastlines, but only one city can now lay claim to being home to the best.

Let's give a wave of applause to Delray Beach, which beat out 19 other finalists to win the USA Today 10 Best 2024 Readers' Choice Award for Best Beach in Florida.

The winner was announced Wednesday, May 29, after a month-long round of voting gave readers the opportunity to choose their favorite sandy destinations.

The 20 finalists, which also included three other beaches in our backyard — Jupiter Beach Park, Lauderdale-by-the-Sea and South Beach — were selected by the 10 Best editors who received nominations from a select panel of travel writers, according to USA Today.

Delray's Municipal Beach spans about 2 miles, welcoming about 1.2 million visitors annually to catch some rays, splash around in the warm waters and enjoy stunning sunrises.

"Our award-winning beach attracts so many visitors, protects us from hurricanes and tropical storms, and is home to an abundance of native plants and animals," Delray Beach City Manager Terrence Moore said in a statement.

"We are privileged to have such a beautiful beach and it is an honor to be voted the No. 1 Best Beach in Florida, in the USA Today 10 Best



Delray Beach has won USA Today's Readers' Choice 2024 "Best Beach in Florida" category. PHOTOS COURTESY DELRAY BEACH DDA

natural beauty thanks to its sloping sand hills."

If you visit the beach, look up for the Blue Flag flying overhead through April 30, 2025. Delray Beach recently received the international eco-year in a row.

The design

according to a city statement.

How did South Florida's other beaches fare in the contest?

Here are the top 10 winners, ranked in order:

■ Anastasia State Park (St. Augustine)

Interested in adding one of our local beaches to your summer to-do list? USA Today noted some of the amenities you'll find:

■ South Beach is "far more than just a nightlife destination. In addition to a city statement.

making it a prime spot for snorkeling and diving, especially with the Shipwreck Snorkel Trail just a swim away."

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DDA

PLACEMENTS: 625+

AUDIENCE: 1.2 Billion

VALUE OF COVERAGE: \$9.8 Million

OSS

PLACEMENTS: 525+

AUDIENCE: 1.6 Billion

VALUE OF COVERAGE: \$7.7 Million



Don't Miss Events



JIMMY BUFFETT DAY CONCERT AND FESTIVAL
WHERE: Amphitheatre at Old School Square, 51 N. Swinton Ave., Delray Beach
WHEN: Aug. 30
COST: Free
CONTACT: downtowndelraybeach.com

In our divided, controversy-courting legislature, it's a sign of Jimmy Buffett's universal appeal that when a bill surfaced in the Florida House to honor the late toadstool with a statewide day of remembrance, it passed through our body politic as quickly as a cheeseburger in paradise. Earlier this year, lawmakers declared Aug. 30—364 days after the singer-songwriter's 2023 death—as Jimmy Buffett Day. Old School Square has its own storied history of honoring the Palm Beach resident, whose sold-out 2021 run of concerts at the venue remains the stuff of legend. At this special event honoring the stateside recognition, the Caribbean Chillers, Florida's preeminent Buffett tribute, will perform, endearing as always to capture their idol's brocity island vibe and quirky sense of humor. Attendees are encouraged to break out their Hawaiian shirts; the bar, needless to say, will be open.

The Arts Paper

By Lucy Lazarony
Contributing Writer

The sea is the inspiration for the latest exhibit on display at the Cornell Art Museum in Delray Beach.

Oceana Phenomena: Sea Stories and Sea Life chronicles abstract paintings, sculptures and a documentary all chronicling Jane Lawton Biddidge's passion and obsession with the sea. The exhibit runs through Sept. 29.

"The sea means an everlasting wisdom into her life spent on the water and her advocacy for the water on our planet. Our hope is to spark awareness and promote protection of our water resources through this wonderful exhibit," says Maricela Gatto, cultural arts director for the Downtown Development Authority in Delray Beach.

See **OCEANA** on A26

OCEANA
Continued from page 5
paintings are simply a meditation on the blue of the ocean, think again. The paintings are dynamic studies in different flowing colors.

"This is how she sees it in her mind when she looks at the water," Gatto says. "She sees all the colors with her work."

In addition to being colorful, many of Biddidge's paintings are quite large.

"It's the movement of water. It's the scope of the ocean," from serene and calm to stormy. In *The Sea Always Wins*, Biddidge captures the golden beauty of a sunrise. *Allegory Reef* has almost a monolith feel with its deep oranges and browns. *Waterwalk* feels like a sunset with its soft pinks and purples.

Biddidge says, "As I look at it, it feels like I can really look at the depth of the ocean."

A series of 12 smaller works is called *Atmosphere: Changes*.



'Oceana Phenomena': A sea captain paints life on water at Cornell exhibit

The new in-quest exhibit Jane Lawton Biddidge's abstract painting *Deep End of the Ocean* and *Waterwalk* show the artist's connection to the sea. Photo provided.

Next to sculptures of dogs and cats, she urges, "Don't leave your pets behind."

"I will be raising continuously," Gatto says. "We'll preview it on Aug. 2, which is a First Friday Art Walk."

Biddidge hopes people will come to appreciate the fragility of the ocean through her art and outreach.

"I use my artistic voice to help bring awareness of some of the problems that our ocean face and also their importance to the quality of our life and maybe bring people to some solutions that they can manage."

The Cornell Art Museum is located at 51 N. Swinton Avenue in downtown Delray Beach. Admission is free. The museum is open *Wednesday* from noon to 5 p.m., *Thursday* and *Friday* from noon to 7 p.m., and *Saturday* from noon to 5 p.m.

FOUNDING FATHERS OF CENTRAL AMERICAN MODERNISM



LEFT: "El Aquila" by Honduran artist Dante Lazzaroni, one of 34 artists whose work is featured through July 28. ABOVE: Detail of "The Sea Migration Traditions Tom Forge II" (2018) by Guatemalan artist Omar Rojas.



BY GRETEL SARMIENTO
Florida Weekly Correspondent

ANY CELEBRATION DEDICATED TO MODERNISM ought to have Central America as a guest of honor. We are not talking an honorable mention or a consolation prize, but the seat next to the head of the table. That is the proposition served by the latest exhibition at Boca Raton's Cornell Art Museum. Running through July 28, "Central American Modernism" gives due credit to 34 artists whose work introduced a bold visual language amid political turmoil, social unrest, underdevelopment, and financial disruption. Modernism was the weapon of choice for these master disruptors, who shook their respective homelands out of stagnation with new cultural possibilities. The show focuses on six countries: Costa Rica, Panama, Nicaragua, El Salvador, Guatemala, and Honduras. Mostly isolated from the international community, these small coun-

SEE MODERN A26

The Palm Beach Post

EVENTS
Looking for fun things to do this weekend June 28-30? Top 5 events in Palm Beach County

Eddie Ritz
Palm Beach Post

4. Old School Square Free Sunset Concert featuring The Shaelyn Band



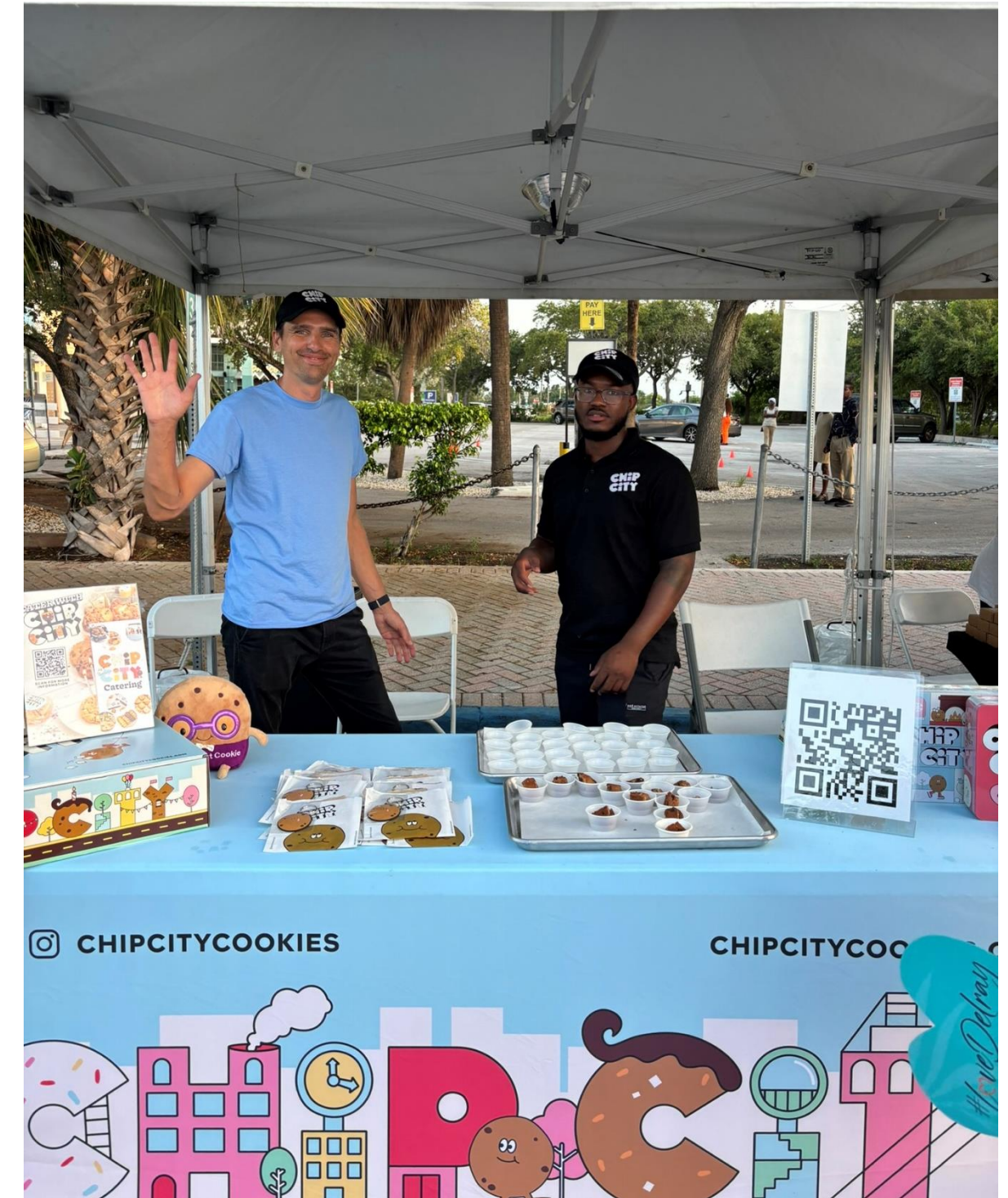
The Shaelyn Band will perform on Friday, June 28 at the Amphitheatre at Old School Square in Delray Beach. Delray DDA

ECONOMIC VITALITY PRIORITIES

Create a supportive business environment & harness local economic opportunity

- ❑ **Downtown Events and Programs which drive economic impact: \$185,000+**
 - NEW - Libby Wesley Plaza Activations
- ❑ **Business Development and Retention \$26,000**
 - DATA/INVENTORY Management
 -
- ❑ **Business Recruitment and Marketing of Downtown \$7,500**
- ❑ **THE SET/West Atlantic Ave Development and Community Collaboration**
- ❑ **Preserve the Character of Downtown - advocacy**

TOTAL BUDGET FORECAST: \$226,500



ECONOMIC DEVELOPMENT

OPENINGS & CLOSINGS



RETAIL:

Candle Land
Pilates Studio



RESTAURANTS:

Chip City Cookies
The Cebiche Co
Tropical Smokehouse
Lefky's



RELOCATIONS:

The Standard (OG)
Bridge Cafe Expanding
Surf District New Owners

Placer.ai Numbers



Old School Square (Jan - March)

- Visits: 115.1k
- Avg Time: 52 Minutes
- Median Income: 83k
- Before: OSS Garage, Hyatt Place, Tin Roof, Ramen Lab
- After: Ramen Lab, Tin Roof, El Camino, The Office

Delray Affair

- Visits: 58.7k
- Avg Time: 54 Minutes
- Median Income: 84k
- Before: Tin Roof, Library, Worthing Place
- After: Tin Roof, Db Library Johnnie Browns

Art & Jazz West Atlantic

- Visits: 1.8k
- Avg Time: 46 Minutes
- Median Income: 62.5k
- Before: Home, Ramen Lab
- After: Home, Tennis Center, Tin Roof

Caffe Luna Rosa (2024)

- Visits: 50k
- Avg Time: 62 Minutes
- Median Income: 66.8k
- Before: Home, Seagate, Jardin Del Mar Condos
- After: Home, Seagate

PLACEMAKING PRIORITIES

Foster a compelling destination by enhancing the physical elements of the Downtown

THE SET/Community Collaboration

- Libby Wesley Plaza Enhancements: \$20,000

Clean, Safe, Beautiful Downtown: \$45,000

Downtown Amenities: \$118,000

- Street Pole Banners, Decorative and Holiday Lighting –
NEW: July 4th & Libby Wesley Plaza

Safety Ambassador Program: \$330,000

Parking Management and Promotion \$8,000

TOTAL BUDGET FORECAST: \$521,000



PLACEMAKING



- Street Pole Banners, Decorative Lighting and Safety Ambassador program

Downtown Camera Project GRANT

Proposed Fund: \$30,000

- Funding to enhance the Public Safety Camera project within the Downtown core & Old School Square Campus**
- Request of Delray Beach Police Department**



ART & ACTIVATION GRANT



Proposed Fund: \$18,000

- 1.) Murals or Art Installations which reflect:**
 - **History, Culture & Environment of Downtown**
 - **Create “instagrammable” experience**
- 2.) Art Pieces or Amenities**
- 3.) Activations: Cultural Events or Activations**

OPERATIONS PRIORITIES

Ensure that resources are available to implement the DDA’s enhancement strategies.



PRIORITIES:

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

<input type="checkbox"/>	
Payroll, Benefits, Taxes:	\$568,938
Operational:	\$109,969
Office Expenses:	\$117,974
Capital:	\$8,000

BUDGET FORECAST: \$804,881



FY24-25 TOTAL BUDGET FORECAST

DDA Revenues:

Ad Valorem Tax Revenue +interest

Sponsorship:

Total Revenue:

Proposed Expenditures:

Marketing the District

Economic Vitality

Placemaking

District Grants

Downtown Camera Project

Operations/Organizational

Total Expenses

FY23/24

\$ 1,712,827

\$ 51,444

\$ 1,794,271

\$ 420,650

\$ 105,000

\$ 496,340

\$ 25,000

\$ 30,000

\$ 707,840

\$ 1,788,780

FY24/25 PROPOSED

\$1,837,362

\$0

\$1,837,362

\$ 235,500

\$ 226,500

\$ 521,000

\$ 18,000

\$ 30,000

\$ 804,881

\$1,833,881

****Sponsorship/Partnership Income:** this income is not guaranteed and is not included in the forecast projections.



THANK YOU & QUESTIONS!



OSS FY24-25 PLAN

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.

INCLUDES:

- CAMPUS MANAGEMENT PLAN**
- CORNELL MUSEUM PLAN AND ACTIVATIONS**
- AMPHITHEATRE PLAN - WINTER AND SUMMER EVENTS**
- FACILITIES AND OPERATIONS**
- MARKETING/MESSAGING/PR**

PROPOSED PLAN:

- **100 YEAR CELEBRATION FUNDRAISER & SUMMER FESTIVALS**
- **TICKETED EVENT SERIES AND FAMILY EVENTS**
- **CO-SPONSORED EVENTS**
- **ACTIVITIES & ACTIVATION OUTSIDE**
- **MUSEUM ACTIVATIONS & EXHIBITIONS**



First Friday Art Walk
FIRST FRIDAY OF EVERY MONTH
CORNELL ART MUSEUM
6PM - 9PM



OSS FY24-25 BUDGET

- **REVENUE & FORECASTED INCOME:**
 - City of Delray Beach Funding: \$800,000
 - Donations/Sponsorship: \$40,000
 - Program Income & Rental Rev: \$260,000
 - **TOTAL: \$1,103,000**

- **EXPENSES BREAKDOWN:**
 - MARKETING/MESSAGING/PR: \$179,000
 - MUSEUM EXPENSES \$103,000
 - AMPHITHEATRE PLAN \$390,000
 - PLACEMAKING: \$30,000
 - OPERATIONS TEAM: \$266,000
 - OPS/FACILITIES: \$130,000

- **TOTAL: \$1,098,000**