



TO: Mayor Petrolia and City Commissioners
FROM: Laura Simon, Exec. Director, Delray Beach Downtown Development Authority
DATE: August 11, 2022
RE: Fiscal Year 2022/2023 Budget Detail Review with Priorities
CC: DDA Financial Administrator, Board of Directors, Hugh Dunkley and City Manager Moore
ATTACHED DOC: Draft Budget Worksheet

Overview:

On June 11, the Downtown Development Authority Board of Directors set the millage rate at 1mil assessment to fulfill the TRIM notice. On July 12, the City Commission accepted DDA Millage tentative rate at the 1.0000 mills which equates to the following: \$1,465,907 for the FY22/23 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 that the June Goal Setting Workshop, DDA Town Hall discussion and the August Budget meeting, this memo outlines the DDA priorities along with the financials to support the operations and programs. As the board identified, the Downtown is the heart and soul of our City and the #1 attraction. As our Downtown continues to recover from a transitional year and prepare for what lies ahead, we need to ensure our plan of action is socially responsible, inviting, well-placed, and that we have the commitment and buy-in of our stakeholders – businesses, residents, and visitors. As we prepare the budget detail for the coming year, it is our goal is to continue to be transparent with the financial details as well as be inclusive of the DDA district constituents.

To assist in the budget process, this memo will provide an overview of the budget at the full millage assessment and detail sheets that are attached.

Revenues:	Amended FY21/22	PROPOSED DRAFT FY/22/23
Ad Valorem Tax Revenue +interest	\$1,242,688	\$1,465,907
**Sponsorship/Misc. Revenue	\$ 72,765	\$
Total Revenue:	\$1,314,099	\$1,465,907
Proposed Expenditures:		
Marketing the District	\$ 402,090	\$ 377,700
Economic Vitality	\$ 54,790	\$ 75,558
Place Making	\$ 347,053	\$ 404,500
District Grants	\$ 10,000	\$ 10,000
Connect/Organizational	\$ 499,340	\$ 591,636
Total Expenses	\$1,313,273	\$1,459,394

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

Background Budget Detail:

At the May 10 DDA Planning Workshop the board reviewed and discussed priorities for the organization to focus on in the coming year as needs for Downtown. The DDA board strongly agreed to keep Marketing, Events & Promotions a top funded priority along with the Placemaking area specifically the Downtown Safety Ambassador program and Art Activations. Based on the direction a proposed budget has been developed which will include estimated figures. Below are the priorities discussed for review and next steps as we align dollars to fund the initiatives.



MARKETING INITIATIVES

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

- Concentrated Tourism Marketing & Implementation plan
 - a. Continue to Lead the Tourism Marketing on behalf of and in partnership with the city & Chamber
- Continue to market and promote the downtown to residents, businesses, visitors year-round with a strong focus in summer
 - i. Summer marketing – Dog Days of Summer – Full Summer Campaign
 - ii. Love our Locals program
- Downtown Events, Programs and exceptional Downtown Experiences
 - a. Art & Jazz on the Ave events: continue and enhance and build consistency
 - b. Savor the Avenue, Mother's Day Orchid Giveaway, Art Walk, Restaurant month, Shop Small with enhancements to continue
 - c. Wellness and Sports promotions
- Continue to invest in the assets and programs available to the Downtown Constituents – website, digital signage, social media and coop programming/advertising
- Enhance the DowntownDelrayBeach.com site
- Build Downtown Resident Engagement
- Marketing/Economic Development: Downtown Merchant and Business owner guide
- Create coop advertising opportunities for businesses and partners
- Strengthen the DDA messaging, visibility and brand
- VISITOR INFORMATION CENTER communication and messaging

Budget Estimate: \$377,700

ECONOMIC VITALITY INITIATIVES

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

- 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
 - Signage and Kiosk signage
- West Atlantic Development and community collaboration - Partnering with property owners and organizations to drive West Atlantic economic development
- Reengage Gibbs Planning Group – Shopability implementation
- Preserve the character of the Downtown – historic overlay and architecture guideline review
- Vacant space plan – Window coverings and storefront activations, popups
- Visitor Information Center – Invest in data collection and enhancing hospitality engagement
- Legacy Business Program recognition
- Downtown Business Recruitment plan in partnership with the City
- Advocacy and Recommendations on Development:
 - Promote Progress and Development – Business Development Messaging
 - Downtown Historic Preservation – Atlantic Avenue
 - Architectural Guideline Review and Recommend
- Grant program for Art, Activation and Store front beautification
- Tourism Development Plan advocacy

Budget Estimate: \$75,558



PLACEMAKING INITIATIVES:

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

- Safety Ambassador program: continue to enhance program by investing in the staff, services and equipment
- Clean, Safe and Beautiful: advocate, invest and enhance the beautification of the downtown
 - Enhance partnership with city team
 - Supplement services to keep downtown clean always in all areas of heavy traffic
 - i. Litter prevention and pick up
 - ii. Landscape enhancements – potted plants
- Downtown Amenities
 - Decorative Lighting management and updating beachside with new lights
 - Street Pole Banners: update the current banner program to leverage this asset to better engage residents and visitors
 - 1. Holiday banners
 - 2. Marketing banners & Neighborhood awareness through banners
 - 3. Better placement of banners
 - Park amenities – activating OSS tables, chairs, outdoor games, interactive art pieces
- Parking Management – Employee parking program
- Place activation and art installations – creating experiences to drive economic development in a new way for Downtown
- Pedestrian Signage; Update Downtown merchant signage – A-Frames
- Assume Pineapple Grove Arts District organization art maintenance and liability

BUDGET ESTIMATES: \$404,500

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: \$10,000

CONNECT:

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

- Succession planning and board recruitment
- Intern and Volunteer program enlisting event support
- Invest in team and talent retention and training
- Enhanced organizations professional services and strategic partnerships

Budget estimate: \$591,636

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.