

**DDA BUDGET 2017/18**  
**APPROVED BUDGET**  
**Top Line Report**  
**as of Aug. 14, 2017**

|   |  |                                       |  |
|---|--|---------------------------------------|--|
| updated 8/14/17                         | <b>Approved<br/>Budget<br/>2016_17</b> | <b>Amended<br/>Budget<br/>2016_17</b> | <b>APPROVED<br/>Budget<br/>2017_18</b> |
| <b>Revenues:</b>                        |  |                                       |  |
| AD VALOREM TAXES & INTR.                | 798,975                                | 799,145                               | 934,584                                |
| SPONSORSHIP RAISED                      | 32,000                                 | 70,450                                | 32,000                                 |
| <b>Total Revenues</b>                   | <b>830,975</b>                         | <b>869,595</b>                        | <b>966,584</b>                         |
| <b>Expenditures</b>                     |  |                                       |  |
| <b>DEVELOPMENT DDA DISTRICT ECONOMY</b> |  |                                       |  |
| TOTAL MARKETING DDA DISTRICT            | 297,560                                | 282,627                               | 279,750                                |
| ECONOMIC VITALITY / DEVELOPMENT         | 82,850                                 | 119,850                               | 109,000                                |
| PLACEMAKING/CLEAN AND SAFE              | 105,000                                | 171,000                               | 239,000                                |
| DDA DISTRICT GRANTS                     | 40,000                                 | 40,000                                | 10,000                                 |
| <b>TOTAL BUSINESS DEVELOPMENT</b>       | <b>525,410</b>                         | <b>613,477</b>                        | <b>637,750</b>                         |
| Payroll Expenses                        | 216,280                                | 207,765                               | 224,322                                |
| Operational Expenses                    | 45,301                                 | 36,431                                | 55,347                                 |
| Office Expenses                         | 37,628                                 | 40,730                                | 44,490                                 |
| <b>Total Admin. Expenses</b>            | <b>299,209</b>                         | <b>284,926</b>                        | <b>324,160</b>                         |
| <b>Total Revenues</b>                   | <b>830,975</b>                         | <b>869,595</b>                        | <b>966,584</b>                         |
| <b>Less Total Expenses</b>              | <b>824,619</b>                         | <b>898,403</b>                        | <b>961,910</b>                         |
| Previous Finacial Year                  |  | 50,000                                |  |
| <b>Net Income for year</b>              | <b>6,356</b>                           | <b>4,664</b>                          | <b>4,674</b>                           |
| <b>Raised Revenues - Private</b>        |  |                                       |  |
| SPONSORSHIP RAISED                      |  |                                       | 32,000                                 |
| IN KIND REVENUES                        |  |                                       | 0                                      |
| <b>Total Raised Revenues</b>            |  |                                       | <b>32,000</b>                          |

|    |  |  |  |  |
|----|--|--|--|--|
|    | <b>as of 8/14/17</b>   | 1                                      | 2  | 3                                      |
|    | <b>A</b><br><b>Revenue &amp; Expenses</b>                    | <b>Approved<br/>Budget<br/>2016_17</b> | <b>Approved<br/>Amended Budget<br/>2016_17</b> | <b>APPROVED<br/>Budget<br/>2017_18</b> |
|    | <b>REVENUES</b>  |  |  |  |
|    | <b>AD VALOREM TAXES &amp; INTR.</b>                          |  |  |  |
| 1  | Ad Valorem Taxes   | 798,975                                | 798,975  | 934,584                                |
| 2  | Interest earned  | 0                                      | 170  | 0                                      |
| 3  | <b>AD VALOREM TAXES &amp; INTR.</b>                          | <b>798,975</b>                         | <b>799,145</b>                                 | <b>934,584</b>                         |
|    | <b>SPONSORSHIP RAISED</b>                                    |  |  |  |
| 4  | Sponsorship Income - Marketing                               | 0                                      | 27,250   | 0                                      |
| 5  | Miscellaneous Income   | 5,000                                  | 5,000  | 0                                      |
| 6  | Downtown Guide Book Income                                   | 27,000                                 | 26,200   | 26,000                                 |
| 7  | Howard Alan Events   | 0                                      | 12,000   | 6,000                                  |
| 8  | <b>SPONSORSHIP RAISED</b>                                    | <b>32,000</b>                          | <b>70,450</b>                                  | <b>32,000</b>                          |
| 9  | <b>TOTAL REVENUES</b>  | <b>830,975</b>                         | <b>869,595</b>                                 | <b>966,584</b>                         |
|    | <b>Expenditures<br/>DEVELOPMENT DDA DISTRICT<br/>ECONOMY</b> |  |  |  |
|    | <b>MARKETING DDA DISTRICT TOTAL</b>                          |  |  |  |
| 10 | Downtown Guide Book  | 27,000                                 | 25,510   | 26,000                                 |
| 11 | Visitor Info. Centre Operations Costs                        | 18,000                                 | 0  | 0                                      |
| 12 | Visit Florida Welcome Centers                                | 3,600                                  | 3,030  | 3,030                                  |
| 13 | Website Design & Update                                      | 9,160                                  | 9,160  | 12,820                                 |
| 14 | Public Relations & Communication                             | 22,500                                 | 22,500   | 25,200                                 |
| 15 | Digital Signage & Misc Advertising                           | 25,000                                 | 27,000   | 27,000                                 |
| 16 | DDA Program Marketing Totals                                 | 192,300                                | 195,427  | 185,700                                |
| 17 | <b>TOTAL MARKETING DDA DISTRICT</b>                          | <b>297,560</b>                         | <b>282,627</b>                                 | <b>279,750</b>                         |
| 18 | ECONOMIC VITALITY /<br>DEVELOPMENT                           | 82,850                                 | 119,850  | 109,000                                |
| 19 | PLACEMAKING/CLEAN AND SAFE                                   | 105,000                                | 171,000  | 239,000                                |
|    | <b>TOTAL DEVELOPMENT DDA<br/>DISTRICT ECONOMY</b>            | <b>485,410</b>                         | <b>573,477</b>                                 | <b>627,750</b>                         |
|    | <b>DDA DISTRICT GRANTS</b>                                   |  |  |  |
| 21 | Pineapple Grove  | 5,000                                  | 5,000  | 5,000                                  |
| 22 | West Atlantic  | 5,000                                  | 5,000  | 5,000                                  |
| 23 | Chirstmas Tree Partnership                                   | 30,000                                 | 30,000   | 0                                      |
| 25 | <b>TOTAL DDA DISTRICT GRANTS</b>                             | <b>40,000</b>                          | <b>40,000</b>                                  | <b>10,000</b>                          |
| 26 | <b>TOTAL BUSINESS DEVELOPMENT</b>                            | <b>525,410</b>                         | <b>613,477</b>                                 | <b>637,750</b>                         |
|    | <b>Expenditures<br/>Office/Administrative</b>                |  |  |  |

|    |   |  |  |  |
|----|---|--|--|--|
|    | as of 8/14/17   | 1                                      | 2  | 3                                      |
|    | <b>A</b><br><b>Revenue &amp; Expenses</b>                               | <b>Approved<br/>Budget<br/>2016_17</b> | <b>Approved<br/>Amended Budget<br/>2016_17</b> | <b>APPROVED<br/>Budget<br/>2017_18</b> |
| 27 | DDA Payroll   | 167,292                                | 166,044  | 176,123                                |
| 28 | P/R Taxes,SUTA,FUTA   | 13,008                                 | 12,912   | 13,684                                 |
| 29 | Health Insurance  | 19,577                                 | 15,108   | 17,465                                 |
| 30 | Worker's Comp, Ins  | 2,000                                  | 1,800  | 2,000                                  |
| 31 | Retirement  | 14,403                                 | 11,901   | 15,050                                 |
| 32 | <b>Payroll Expenses</b>   | <b>216,280</b>                         | <b>207,765</b>                                 | <b>224,322</b>                         |
| 33 | Independent Contractor  | 0                                      | 0  | 6,500                                  |
| 34 | External Audit Fees   | 6,800                                  | 6,800  | 6,800                                  |
| 35 | Bookkeeping & Payroll Svcs  | 5,700                                  | 5,350  | 6,600                                  |
| 36 | Dues, Subscriptions   | 4,500                                  | 3,920  | 4,500                                  |
| 37 | Board Liability Ins + Office Contents                                   | 7,346                                  | 7,580  | 7,600                                  |
| 38 | Property Appraiser Fee  | 5,755                                  | 5,420  | 6,347                                  |
| 39 | Meetings, Conferences, Training   | 10,000                                 | 7,160  | 12,000                                 |
| 40 | Legal Fees  | 200                                    | 200  | 5,000                                  |
| 41 | <b>Operational Expenses</b>   | <b>45,301</b>                          | <b>36,431</b>                                  | <b>55,347</b>                          |
| 42 | Car allowance   | 3,000                                  | 3,000  | 3,000                                  |
| 43 | Phones  | 5,028                                  | 6,620  | 6,000                                  |
| 44 | Office Supplies & repairs etc   | 8,900                                  | 10,000   | 12,910                                 |
| 45 | Postages & Printing   | 1,500                                  | 1,500  | 1,500                                  |
| 46 | Office rental   | 19,200                                 | 19,610   | 21,080                                 |
| 47 | <b>Office Expenses</b>  | <b>37,628</b>                          | <b>40,730</b>                                  | <b>44,490</b>                          |
| 48 | <b>Total Office/Administrative</b>                                      | <b>299,209</b>                         | <b>284,926</b>                                 | <b>324,160</b>                         |
| 49 | <b>Total Revenues</b>   | <b>830,975</b>                         | <b>869,595</b>                                 | <b>966,584</b>                         |
| 50 | <b>Less Total Expenses</b>  | <b>824,619</b>                         | <b>898,403</b>                                 | <b>961,910</b>                         |
| 51 | <b>Less Bad Debt</b>  |  | 0  | 0                                      |
| 52 | <b>Funds Allocated Brought Forward<br/>from Previous Financial Year</b> |  | <b>50,000</b>                                  |  |
| 53 | <b>Net Income for year</b>  | <b>6,356</b>                           | <b>4,664</b>                                   | <b>4,674</b>                           |
| 54 | <b>In Kind Revenues</b>   |  |  | <b>0</b>                               |

|    |  |  |  |  |
|----|--|--|--|--|
|    | as of August 7, 2017   | 1                                      | 2  | 3                                      |
|    | <b>B</b><br><b>MARKETING DDA DISTRICT TOTAL</b>  | <b>Approved<br/>Budget<br/>2016_17</b> | <b>Approved<br/>Amended<br/>Budget<br/>2016_17</b> | <b>APPROVED<br/>Budget<br/>2017_18</b> |
|    | <b>DDA BUSINESS PROGRAM<br/>MARKETING</b>  |  |  |  |
|    | <b>CREATIVE &amp; BROCHURE PRINTING</b>  |  |  |  |
| 1  | All Creative   | 31,000                                 | 30,000   | 25,500                                 |
| 2  | Printing - Brochure  | 4,500                                  | 4,500  | 4,500                                  |
| 3  | <b>TOTAL CREATIVE &amp; BROCHURE<br/>PRINTING</b>  | <b>39,100</b>                          | <b>34,500</b>                                      | <b>30,000</b>                          |
| 4  | <b>LOCAL PRINT ADVERTISING</b>   |  |  |  |
| 5  | Newspapers   | 10,000                                 | 6,500  | 9,000                                  |
| 6  | <b>TOTAL LOCAL PRINT ADVERTISING</b>   | <b>10,000</b>                          | <b>6,500</b>                                       | <b>9,000</b>                           |
| 7  | <b>INTERNET ADVERTISING</b>  |  |  |  |
| 8  | Social Media & Online advertising  | 32,000                                 | 28,000   | 26,000                                 |
| 9  | <b>TOTAL INTERNET ADVERTISING</b>  | <b>32,000</b>                          | <b>28,000</b>                                      | <b>26,000</b>                          |
| 10 | <b>MEDIA ADVERTISING</b>   |  |  |  |
| 11 | TV Commercial advertising  | 12,000                                 | 10,000   | 12,500                                 |
| 12 | Video Production   | 15,500                                 | 14,500   | 14,500                                 |
| 13 | <b>TOTAL MEDIA ADVERTISING</b>   | <b>27,500</b>                          | <b>24,500</b>                                      | <b>27,000</b>                          |
| 14 | <b>TOTAL MONTHLY CAMPAIGN</b>  | <b>108,600</b>                         | <b>93,500</b>                                      | <b>92,000</b>                          |
| 15 | <b>LOCAL/REGIONAL/NTL<br/>PUBLICATIONS</b>   |  |  |  |
| 16 | Delray Beach Magazine  | 2,000                                  | 4,000  | 2,000                                  |
| 17 | Boca Magazine  | 2,000                                  | 2,000  | 2,000                                  |
| 18 | Other Publications   | 6,000                                  | 5,350  | 4,000                                  |
| 19 | Horizon Travel Magazine - Wallstreet<br>Journal & Canadian Edition                                       | 3,000                                  | 4,200  | 4,200                                  |
| 20 | Vistit Florida Annual Trav. Magazine   | 2,700                                  | 3,377  | 3,500                                  |
| 21 | <b>TOTAL LOCAL/REGIONAL/NTL<br/>PUBLICATIONS</b>   | <b>15,700</b>                          | <b>18,927</b>                                      | <b>15,700</b>                          |
| 22 | <b>DOWNTOWN PROGRAMS and<br/>EVENTS (Savor, Fashion Week, Shop<br/>Small, Art Walk, Orchid Giveaway)</b> | 68,000                                 | 83,000   | 78,000                                 |
| 23 | <b>DDA Program Marketing Totals</b>  | <b>192,300</b>                         | <b>195,427</b>                                     | <b>185,700</b>                         |

|    |   |                |                |                |
|----|---|----------------|----------------|----------------|
| 24 | <b>LESS EXPS - SPONSOR TO BE<br/>RAISED</b>           | (5,000)        | (70,450)       | (32,000)       |
| 25 | <b>TOT MARKETING DDA DISTRICT<br/>EXPENSES BUDGET</b> | <b>187,300</b> | <b>124,977</b> | <b>153,700</b> |

**ECONOMIC VITALITY DETAILED  
FY17/18 BUDGET**

|   |  |                               |  |                               |
|---|--|-------------------------------|--|-------------------------------|
|   | UPDATED 8/7/17   | 1                             | 2  | 3                             |
|   | <b>C</b><br>ECONOMIC VITALITY AND<br>DOWNTOWN DEVELOPMENT                        | Approved<br>Budget<br>2016_17 | Approved<br>Amended<br>Budget<br>2016_17 | APPROVED<br>Budget<br>2017_18 |
|   |  |                               |  |                               |
|   | DETAIL ITEMS   |                               |  |                               |
| 1 | Downtown Connection Newsletter   | 4,000                         | 4,000                                    | 4,000                         |
| 2 | Annual Report  | 7,100                         | 7,100                                    | 7,000                         |
| 3 | Email Messaging (B2B)  |                               |  | 2,400                         |
| 4 | Economic Development Brochure  | 0                             | 0  | 9,600                         |
| 5 | Pedestrian Counts  | 12,600                        | 12,600                                   | 12,000                        |
| 6 | Research and Data Development<br>(Study Implenetation) Property<br>owner meeting | 46,000                        | 46,000                                   | 32,000                        |
| 7 | Visitor Information Center   | 37,000                        | 37,000                                   | 42,000                        |
|   | <b>TOTAL ECONOMIC VITALITY</b>   | <b>106,700</b>                | <b>106,700</b>                           | <b>109,000</b>                |

**PLACEMAKING DETAILED  
FY17/18 BUDGET**

| UPDATED 8/14/17 |  | 1                                      | 2  | 3                                      |
|-----------------|--|--|--|--|
|                 | <b><u>D</u></b><br><b>PLACEMAKING</b><br><b>FY17/18 BUDGET</b> | <b>Approved<br/>Budget<br/>2016_17</b> | <b>Approved<br/>Amended<br/>Budget<br/>2016_17</b> | <b>APPROVED<br/>Budget<br/>2017_18</b> |
|                 |  |  |  |  |
|                 | <b>DETAIL ITEMS</b>  |  |  |  |
| 1               | <b>Banner Management</b>                                       | 18,000                                 | 18,984   | 21,000                                 |
| 2               | <b>Decorative Lighting Annual<br/>program</b>                  | 29,347                                 | 29,347   | 32,000                                 |
| 3               | <b>Holiday Lighting</b>  | 41,069                                 | 41,069   | 41,500                                 |
| 4               | <b>Downtown Safety Ambassador<br/>Program</b>                  | 0                                      | 69,000   | 135,000                                |
| 5               | <b>Downtown Parking and Ped<br/>Counts</b>                     | 12,600                                 | 12,600   | 5,000                                  |
| 6               | <b>Signage and Kiosks</b>                                      | 0                                      | 0  | 4,500                                  |
|                 | <b>TOTAL PLACEMAKING</b>                                       | <b>101,016</b>                         | <b>171,000</b>                                     | <b>239,000</b>                         |