

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

updated 8/14/17	<b>Approved Budget 2016_17</b>	<b>Amended Budget 2016_17</b>	<b>APPROVED Budget 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> <b>Revenue &amp; Expenses</b>	<b>Approved Budget 2016_17</b>	<b>Approved Amended Budget 2016_17</b>	<b>APPROVED Budget 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 DEVELOPMENT DDA DISTRICT 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 / DEVELOPMENT	82,850	119,850	109,000
19	PLACEMAKING/CLEAN AND SAFE	105,000	171,000	239,000
	<b>TOTAL DEVELOPMENT DDA 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 Office/Administrative</b>			

	as of 8/14/17	1	2	3
	<b>A</b> <b>Revenue &amp; Expenses</b>	<b>Approved Budget 2016_17</b>	<b>Approved Amended Budget 2016_17</b>	<b>APPROVED Budget 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 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> <b>MARKETING DDA DISTRICT TOTAL</b>	<b>Approved Budget 2016_17</b>	<b>Approved Amended Budget 2016_17</b>	<b>APPROVED Budget 2017_18</b>
	<b>DDA BUSINESS PROGRAM 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 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 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 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 PUBLICATIONS</b>	<b>15,700</b>	<b>18,927</b>	<b>15,700</b>
22	<b>DOWNTOWN PROGRAMS and EVENTS (Savor, Fashion Week, Shop 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 RAISED</b>	(5,000)	(70,450)	(32,000)
25	<b>TOT MARKETING DDA DISTRICT 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> ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Approved Budget 2016_17	Approved Amended Budget 2016_17	APPROVED Budget 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 (Study Implenetation) Property 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> <b>PLACEMAKING</b> <b>FY17/18 BUDGET</b>	<b>Approved Budget 2016_17</b>	<b>Approved Amended Budget 2016_17</b>	<b>APPROVED Budget 2017_18</b>
	<b>DETAIL ITEMS</b>			
1	<b>Banner Management</b>	18,000	18,984	21,000
2	<b>Decorative Lighting Annual program</b>	29,347	29,347	32,000
3	<b>Holiday Lighting</b>	41,069	41,069	41,500
4	<b>Downtown Safety Ambassador Program</b>	0	69,000	135,000
5	<b>Downtown Parking and Ped 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>