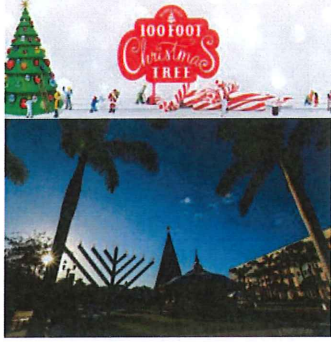





Media Outlet - Article - National and International coverage	Impressions/Distribution
Money Inc. Beyond the Beach: 4 Reasons to Explore PBC	141,000
Travel Pulse Florida's Artistic Haven	174,908
Communities Digital News 10 Travel Secrets of PBC that only the locals know	154,000
Mommy Poppins 9 Best Florida Beach Destinations	
Travel Offer (India) 10 Secrets of the Palm Beaches	
Daily Web Old Charm New Feel in the Palm Beaches (Argentina)	1,683
Old Charm, New Feel in the Palm Beaches Jet Setters – Joy Of Travel Canada	
Top 10 Destinations for 2018 AARP	
10 Best Ways to Celebrate Galentine's Day Miami New Times	584,000
Delray Beach Is Priciest Destination in Florida, According to Survey PR Newswire/KLTV News – Texas/WDAM - Mississippiland 113 other sources	42576
Florida – A haven for Outdoors Lovers The Courier - UK	47,000
6 Great Gardens to Visit in Florida New York Times	17,277,077
WCVB – Chronical 5 - Bringing Boston to Florida Trips to Discover	2,500,000
12 Best Family Summer Getaways in Florida Washington Post- Beyond Lying on the Beach: More vacation packages are combining travel and fitness	1,400
Texarkana Gazette - KEEPING IT MOVING: More vacation packages combine travel and fitness	34,127,745
Chicago Tribune - Active Itineraries: More vacation packages combine travel and fitness	14,925
	7,431,698
	62,498,012

Total	
Local Ads and Articles	
Atlantic Avenue Magazine January 2018	
Delray's Sister Visits for the Holidays Page 94	
February Atlantic Ave Housing The Lifeblood of the Arts District	
March Atlantic Avenue	
Be A Delray Beach Know-It-All	
Local Press, Radio and TV Impressions	
Local Impressions - January	
Local Impressions - Feb	
Local Impressions - March	
Includes articles regarding special events such as Delray Beach Calendar	
Articles in Coastal Star, Delray Newspaper, Sun Sentinel, Delray Magazine, Boca Observer and online publications	780,000
Local Newspaper Article Impressions	780,000
Social Media Analytics	
Twitter Followers to Date	6,789
Twitter - Increase in followers	193
Twitter Analytics - Average Impressions per Day	932
Twitter Analytics - Impressions over 90 Days	83900
Facebook Page Likes to Mar 31st	10310
Facebook Analytics - Increase in Likes	157
Instagram Likes To Date	12,825
Instagram - Increase in Likes	335
#VisitDelrayBeach usage to date	6,080
Total Social Media Impressions:	121,521
Total Impressions/Media Value	63,399,533

Dashboard Measurables – January 2018

<p>Destination Marketing</p> <ul style="list-style-type: none"> • DelrayBeachCalendar.com – Held storyboard meeting. Organized video to be shot in Feb. Wrote press release and Atl Ave article. • Destination map – Met with The Set Branding committee regarding scope of map. Made changes based on their input. Finalized advertisers. On press. • Travel writer tour Jan 9th • Skift call – State of 2018 Destination Marketing – Jan 10th • Travel Writer – Azzy Ashgar, Epicurean Life (UK) • Visit Florida Twitter Chat –Jan 16th • PBC Attractions meeting – SC • Call with Meltwater to set up capture of impressions and media value from articles and social media mentions. • Demo with Visit Widget regarding development of new website and DMO app that acts as a personal guide for visitors. 	      
<p>Frog Alley Caribbean Festival</p> <p>Held initial meeting with The Set Branding committee regarding scope, footprint and activities.</p> <p>Turned in special event permit to SETAC.</p> <p>Reaching out to possible sponsors.</p>	 

<p>Famous 100 Foot Christmas Tree – Dismantle</p> <p>DBMC and volunteers undertook our portion of the Tree Dismantle January 8- 11th. This consists of boxing up contents of all the houses inside the Tree, the Santa House and the Gingerbread House. Worked with the City and CDI to transport items to the containers at The Depot. Reorganized storage unit at the Chamber.</p> <p>Held volunteer thank you party at Silverball.</p>	
<p>Admin & Development</p> <ul style="list-style-type: none"> • Sports Commission – SC • The Set Branding Committee – SI • Career Cottage Grand Opening - TM • Truck Tarp Selection with City - JW • Vacation (Jan 1824) - SI • Chamber Installation – SI, SC • Non-profit council – TM • PGAD meeting - SI • YPAD – SC 	
<p>Articles:</p>	
<p>Money Inc. Beyond the Beach: 4 Reasons to Explore PBC</p> <p>http://moneyinc.com/beyond-the-beach-four-reasons-to-explore-palm-beach-county/ Highlights some Delray restaurants</p> <p>Impressions: 141,000 UMV</p>	
<p>Travel Pulse Florida's Artistic Haven</p> <p>https://www.travelpulse.com/news/destinations/florida-s-artistic-haven.html - Mentions Delray Beach</p>	 <p>Delray Beach</p> <p>This Southeast coastal city has a good amount of beachfront, but its cultural finds hold their own against sand and surf.</p> <p>North of Atlantic Avenue, the Pineapple Grove Arts District is a colorful area mixed with restaurants, art galleries and even bright murals such as dancing pineapples. There's also an Artists Alley, a grass-roots collective with at-work artist studios. A self-guided First Friday Art Walk series happens from 6 to 9 p.m. and extends to these locations within the downtown area.</p> <p>Performance art has its place in Delray Beach too. A set of century-old school buildings, Old School Square is an arts and entertainment complex holding concerts, exhibitions, art education programs and plays. Delve into Japanese culture at Morikami Museum and Japanese Gardens, a tranquil setting featuring a versatile garden complex, museum and a Seishin-an Tea House.</p>

Communities Digital News

10 Travel Secrets of PBC that only the locals know

<https://www.commdiginews.com/travel/10-travel-secrets-of-the-palm-beaches-locals-know-97499/>

Impressions: 154,000

CDN COMMUNITIES DIGITAL NEWS



Mommy Poppins

9 Best Florida Beach Destinations

<https://mommypoppins.com/new-york-city-kids/family-travel/9-best-florida-beach-vacation-destinations-for-families>

MOMMY POPPINS

Get More out of New York City with Kids

New York City

By Age

By Area



The beach at Delray Sands Resort is a perfect area for family bodyboarding. Photo courtesy of the resort

Delray Beach

Where to Play: Small beach town, big personality: Delray Beach was voted Most Fun Small Town in America by USA Today. When not enjoying the white-sand beaches and delicious local restaurants, check out the unique Morikami Japanese Gardens. Take your fun indoors at the Silverball Museum for some unique family entertainment with modern and old-school arcade games or drive to Boca Raton to visit the Cumbo Limbo Nature Center.

Where to Stay: Delray Sands is a great beachfront boutique hotel with the perfect combination of upscale and coziness. For a larger hotel with all the amenities you could ask for, stay at the Delray Beach Marriott.

Travel Offer (India)

10 Secrets of the Palm Beaches

<http://www.traveloffer.in/10-travel-secrets-of-the-palm-beaches/> Delray mentioned



Delray Beach

This intimate resort destination on the Atlantic is about a 30- to 45-minute drive from Palm Beach. Named the most fun small town by several travel publications, this small city is chock full of fun for the whole family.

If you visit during December, you'll see the iconic 100-foot beautifully lit Christmas tree downtown. What's even better is that you can go inside and look up in the tree's canopy, which is filled with thousands of tiny, multi-colored lights.

Browse the plentiful restaurants, boutiques, and retail shops along Atlantic Avenue. You may have a hard time deciding where to eat as so many venues are enticing with music and aromas wafting into the street. One of the newest of these eateries is AVANT, whose ambiance reflects the New York guerrilla street art movement of the 80s. They feature globally inspired cuisine consisting of small, shared plates and house-made desserts.

Impressions: 1,683



Ranging from 1950s to 2016, this museum arcade offers more than 200 rotating vintage pinball machines and video games for play. Currently the museum houses 80 pinball machines from the 50s to current, 24 video games, and many others including air-hockey, and shuffleboard. Wick

4 | Page



Dashboard Measurables – February 2018

Destination Marketing


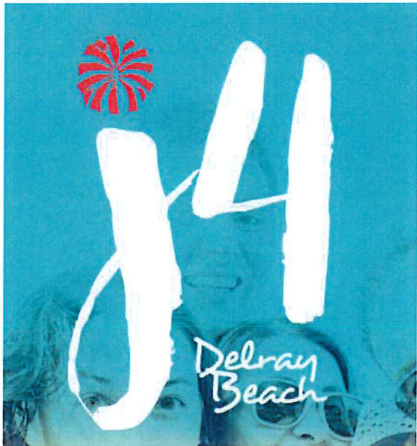

- Held several calls with Visit Widget and team regarding new website and widget for visitors to plan their trip to Delray Beach.
- Initial distribution of the Destination Map to 60 locations.
- Provided Delray Beach marketing collateral and giveaways to Delray Open City/CRA tent. Tiffany and Stephanie volunteered at Delray Open.
- Two calls with Kind Traveler program. Decided against it.
- Working with Peter Greenberg radio show schedule for early April.
- Initial Summer Campaign meeting. Setting up meetings with all hoteliers to discuss offers.
- Art & Culture month kick off meeting Feb 26th. Will engage hoteliers and attractions in this free program that takes place in May.
- Working on Heart of Delray gallery radio show which broadcasts in the northeast US.
- Provided list of What's New in Delray to Discover.



Frog Alley Caribbean Festival

- Submitted initial Special Event permit. Had first SETAC meeting. Issues with closing Atlantic Avenue on Cinco de Mayo. Proposing alternate date (Saturday, May 12th) to The Set Branding Committee on Feb 12th. Group is in agreement to change the date.
- Held event footprint walk through with PD on Feb 26th.
- Engaged creative agency and held initial meeting regarding creative direction. Forwarded initial creative options to The Set Branding Committee.



<p style="text-align: center;">DelrayBeachCalendar.com</p> <ul style="list-style-type: none"> • The DBMC will administer and promote the www.DelrayBeachCalendar.com website. Tiffany is the Admin for the site and presented the final iteration to TEAM Delray this month. • Organized promotional video shoot with 50 organizations who will be participating in the calendar project. • Launching March 1st on social media. Atlantic Ave article done. Press release will be sent out March 2nd. 	<p style="text-align: center;">Delray Beach Community Calendar</p>  <p style="text-align: center;">Be a Delray Beach Know it All: DelrayBeachCalendar.com</p>
<p style="text-align: center;">July 4th</p> <ul style="list-style-type: none"> • Looking at barge options. Beach is severely eroded. • Reached out to several sponsors. • Engaged new agency, Sack Lunch to develop creative, brochure, website, social media posts. • Started on turtle permit. • Submitted Special Event Permit and held initial meeting with SETAC. • US Army Jazz Ambassadors to perform at event. Working on additional entertainment. 	
<p style="text-align: center;">Admin & Development</p> <ul style="list-style-type: none"> • Sports Commission – SC • The Set Branding Committee – SI • TEAM Delray - TM • Chamber Candidates Forum – SI • Chamber Bash at Delray Open – SI, SC • Non-profit council – TM • PGAD meeting - SI • YPAD – SC • Clean & Safe Beautification Plan – SI • Arts Warehouse Grand Opening – SI, SC 	<div style="text-align: center;">  <p>DELRAY BEACH MARKETING COOPERATIVE</p> </div>

Articles:

Old Charm, New Feel in the Palm Beaches Jet Setters – Joy Of Travel Canada

<http://www.jetsettersblog.com/blog/>

Viestra Magazine:

<http://viestramagazine.com/old-charms-new-feels-in-the-palm-beaches-p455-171.htm>



Top 10 Destinations for 2018 AARP

<https://travel.aarp.org/articles-tips/articles/info-2017/us-vacation-ideas-2018-photo.html#slide11>

AARP's Top U.S. Destinations for 2018

by Kitty Bean Tanczy I AARP



9. Delray Beach, Fla.

This once-sleepy retirement community north of Fort Lauderdale has morphed into a happening hangout. The main drag — vibrant Atlantic Avenue — is lined with bars offering live music, good restaurants and boutiques selling attractively priced clothes and gifts. The

Read More

10 Best Ways to Celebrate Galentine's Day Miami New Times

<http://www.miaminewtimes.com/arts/the-ten-best-ways-to-celebrate-galentes-day-2018-in-miami-10045791>

Reach: 584,000

MIAMI
New Times





The Silverball Museum boasts 80 pinball machines, with some dating back as far as the 1950s. Photo by Jessica Petre



8. Silverball Museum Pinball is way more fun when alcohol is involved. You can just blame the booze when that silver ball rolls past the flippers and into the drain. Miami pinball wizards will have to cross county lines to reach this classic pinball haven, but it's worth the trek. The multilevel Delray Beach attraction boasts 88 pinball machines, two dozen arcade games, skee ball, foosball, and more. Boasting "one of the largest collections of the world's best pinball games," this no-quarter zone allows players to pay one flat rate, with all games set to free play. Lucky for you gals, Galentine's Day falls on two for \$20 Tuesdays. Silverball Museum, 19 NE Third Ave., Delray Beach; 561-266-3294; silverballmuseum.com/delray-beach.

Delray Beach Is Priciest Destination in Florida, According to Survey PR Newswire/KLTV News – Texas/WDAM - Mississippiand 113 other sources <http://www.kltv.com/story/37495491/delray-beach-is-priciest-destination-in-florida-according-to-survey>

Reach: 42576

Delray Beach Is Priciest Destination in Florida, According to Survey

<p>Florida – A haven for Outdoors Lovers The Courier - UK https://www.thecourier.co.uk/fp/lifestyle/travel/575711/florida-haven-outdoors-lovers/</p>	<p>THE COURIER.CO.UK</p>  <p>Delray Beach</p>
<p>6 Great Gardens to Visit in Florida New York Times https://www.nytimes.com/2018/02/16/travel/great-gardens-florida.html</p>	<p>The New York Times</p> 

Publications	
<p>February Calendar</p>	
<p>February Atlantic Ave Housing The Lifeblood of the Arts District</p>	

Coming up.....

DelrayBeachCalendar.com launch on March 1st



Dashboard Measurables – March 2018

Destination Marketing

- Meeting with Visit Florida CEO, Ken Lawson, and Ocean Properties regarding partnering opportunities.
- Meeting with Visit Florida rep regarding co-op programs.
- Visit Florida Twitter chat on March 13.
- Provided content to Visit Widget for website update.
- Provided content to Sack Lunch for new destination brochure.
- Organized Delray Live appearance to promote DelrayBeachCalendar.com
- Meeting with PBIA staff and Ocean Properties.
- Demo with JackRabbit Systems who provides hotel stay information integration into Destination websites.
- Skift call – Destination Megatrends
- Chute webinar – 2018 social media preferences
- Scheduled participants for Peter Greenberg radio show scheduled for early April at the Marriott.
- Summer Campaign presentation to Board. Micro targeting writers and bloggers in the drive market that focus on arts and culture (May), Family travel (June, July), Culinary (August, September)
- Met with Hyatt and Ocean Properties. Deciding on Visit Florida and Discover co-



ops.

- Engaged Florida Travel + Life for eblast campaign.
- Cultural Council's MOSAIC promotion will be part of Summer Campaign. May is Art & Culture month. Kick off at Arts Warehouse. Working with Jill on the opening party.
- I Heart Media to bring Orlando radio stations to broadcast from Delray.
- Attended Senior Expo on March 5th to promote new calendar and Delray events.



FLORIDA
TRAVEL + LIFE



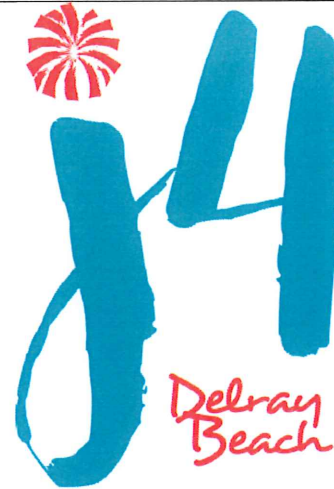
Frog Alley Caribbean Festival

- Engaged new creative agency and received positive comments from The Set Branding Committee. Creative to be approved April 2nd.
- Footprint will close Atlantic Avenue from SW 4th to SW 6th and SW 5th Avenue.
- Entertainment contracted. Working on Vendors and community participation.
- Need to use summer campaign funds to offset cost overages for event. (City costs, entertainment costs)
- Patricia Wright secured James T to do PSAs on Hot 105.



July 4th

- Looking at barge options. Beach is severely eroded.
- Reached out to several sponsors.
- Turtle permit approved.
- Initial City staff meeting to be held on April 10th.
- US Army Jazz Ambassadors to perform at event. Working on placement at either Veterans Park or OSS.
- Working with Wheels from the Heart on Car show.



Admin & Development

- Sports Commission – SC
- The Set Branding Committee – SI
- Non-profit council – TM
- PGAD meeting - SI
- YPAD – SC
- Chamber CEO Selection meetings – SI
- VIC Grand Opening – SI, SC
- Hosted Leadership Delray Media Day – SI
- Fire Department strategic plan – SI
- Handover for Tiff's Maternity Leave – calendar, quickbooks,

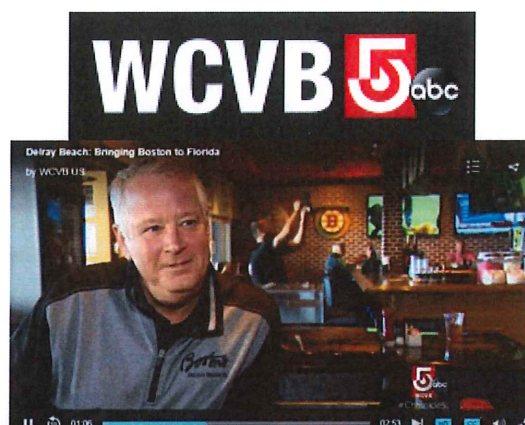


Articles:

WCVB – Chronical 5

Delray Beach: The Kennebunkport Delray connection
 Delray Beach: Bringing Boston to Florida
 Delray Beach: A Haven for the Arts
 Delray Beach: A Village by the Sea
 Delray Beach: Pockets of Peace and Natural Beauty

<http://www.wcvb.com/article/delray-beach-bringing-boston-to-florida/18930748>



Trips to Discover

12 Best Family Summer Getaways in Florida

<https://www.triptodiscover.com/best-family-summer-getaways-in-florida/9/>

TRIPS to DISCOVER



Delray Beach (Hotel Prices & Photos)

A beautiful coastal town in Palm Beach County, Delray Beach was once voted the "Most Fun Small Town in America" by USA Today. Spend a day collecting seashells at the beach, explore the Japanese-inspired garden at Morikami Museum & Japanese Gardens and meet colorful fish and coastal creatures at Sandway Discovery Center. If you want to learn about the local history, visit the Spady Cultural Heritage Museum to see interactive exhibits, artwork and live performances.

Washington Post

Beyond Lying on the Beach: More vacation packages are combining travel and fitness

https://www.washingtonpost.com/lifestyle/travel/beyond-lying-on-the-beach-more-vacation-packages-are-combining-travel-and-fitness/2018/03/22/fdef9e86-287b-11e8-874b-d517e912f125_story.html?utm_term=.712c6519f113

The Washington Post
Democracy Dies in Darkness

Feel the burn: If you need an incentive to go to your workout classes, it helps when they're just outside your tropical getaway.

In Delray Beach, Fla., Vita Boot Camp is conducted monthly at Vita Vie Retreat, a boutique fitness program at Seagate Hotel & Spa on the Atlantic Ocean. The classes, five hours a day, include beach boot camp, sports conditioning, core conditioning, balance training, Pilates, ballet tone, dynamic stretching and yoga.

Instructors use the beach, local parks, an outdoor patio and an indoor studio. All inclusive stays run three to six nights and range from \$1,590 for three nights to \$2,790 for six nights (not including single supplement).



In Florida, Vita Boot Camp participants work out with resistance bands with the Atlantic Ocean as a backdrop. (Vita Vie Retreat)

[/features/story/2018/mar/28/keeping-it-moving/719484/](#)

Also from Responsible Travel, visitors can spend a week at a husky farm or a nearby lakeside hotel and go on guided husky trekking tours outside of Kuusmo, Finland. Walking with huskies is much more physically demanding than your average walk to the dog park, as the dogs are "eager to study their surroundings," according to trip details. The provided shock-absorbing leash should help. Prices start at \$1,669.

A "grand" adventure: These spirited outings are especially for grandparents and grandchildren, so leave the parents at home.

Forge a bond with your grandchildren (7 or older) on an easy backpacking trip offered in July by Sierra Club Outings. The six-day trip in California's Tahoe National Forest starts and ends in a lodge, and includes a hike to Peter Grubb Hut, the base camp for further explorations, as well as hiking to the top of a mountain and swimming in a pristine lake. The cost is \$745 for adults and \$645 for children.

Share your love of active learning with the grandkids (ages 10 to 12) in Road Scholar's exploration of forests and waterways in Wisconsin. You'll all learn to canoe in aquatic ecosystems, hike into the forested landscape, build a fire and orient yourself with a map and compass. Other activities include studying the world of raptors and making a leaf-printed T-shirt. Six-day trips start at \$649 for adults and \$499 for children.

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March Calendar



March Atlantic Ave
Be A Delray Beach Know It All

Launch of DelrayBeachCalendar.com

Be A Delray Beach Know-It-All

© STEPHEN L. CARRINGTON 1999

There is now a place you can find everything you ever wanted to know about what's happening in Delray Beach on one easy to navigate site. DelrayBeachCalendar.com is the one stop shop for all your Delray needs. Now you will never have to miss any off the excitement that goes on throughout the year.



The new calendar includes 10 unique baby-themed events: Arts, Music and Entertainment, Baby Spa, & Health Groups, Christmas Shopping, Gift-wrapping, Retail & Shopping, Stationery & Décor, Sports & Recreation, Family & Celebrations & Baby Show Nightly, Health & Wellness, Church Events. They take into account the entire spectrum of things you can have a head-on or at least in the distance. There is even an area to talk to friends and your own views to the calendar.

[illegible]

Coming up....

Frog Alley Caribbean Festival – May 12th

Delray Beach Marketing Cooperative
Profit & Loss Budget Performance
January through March 2018

	Jan - Mar 18	Oct '17 - Mar 18	Annual Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense					
Income					
Administrative Income					
City of Delray Beach	23,000.00	23,000.00	23,000.00	0.00	100.0%
Community Redevelopment Agency	76,477.50	152,955.00	305,910.00	-152,955.00	50.0%
Delray Beach Chamber	19,250.00	28,875.00	38,500.00	-9,625.00	75.0%
Administrative Income - Other	0.00	0.00	0.00	0.00	0.0%
Total Administrative Income	118,727.50	204,830.00	367,410.00	-162,580.00	55.75%
Delray Beach July 4th					
City	38,000.00	38,000.00	38,000.00	0.00	100.0%
Sponsor	0.00	0.00	40,000.00	-40,000.00	0.0%
Vendors	0.00	0.00	2,000.00	-2,000.00	0.0%
Total Delray Beach July 4th	38,000.00	38,000.00	80,000.00	-42,000.00	47.5%
Destination Marketing Income					
Chamber	3,750.00	5,625.00	7,500.00	-1,875.00	75.0%
City	12,000.00	12,000.00	12,000.00	0.00	100.0%
Co-op Programs	955.50	955.50	10,000.00	-9,044.50	9.56%
CRA	6,250.00	12,500.00	25,000.00	-12,500.00	50.0%
Visit Florida Grant	0.00	0.00	5,000.00	-5,000.00	0.0%
Total Destination Marketing Income	22,955.50	31,080.50	59,500.00	-28,419.50	52.24%
Holiday					
Activities					
Gift Shop Sales	10,044.36	12,211.61	2,000.00	10,211.61	610.58%
Ice Skating Rink	-40.00	8,003.00	9,000.00	-997.00	88.92%
OSS Carousel & Mini Golf	0.00	40,527.00	0.00	40,527.00	100.0%
Santa Photo	0.00	11,532.00	8,200.00	3,332.00	140.63%
Total Activities	10,004.36	72,273.61	19,200.00	53,073.61	376.43%
City	24,000.00	24,000.00	24,000.00	0.00	100.0%
Cookie Cruise	0.00	3,000.00	1,500.00	1,500.00	200.0%
DDA	0.00	0.00	0.00	0.00	0.0%
Donations	3,607.65	22,658.97	17,000.00	5,658.97	133.29%
New Years Eve	0.00	35,400.00	35,000.00	400.00	101.14%
Sponsor	11,780.00	22,280.00	40,000.00	-17,720.00	55.7%
Tree Lighting Vendors	0.00	1,100.00	5,000.00	-3,900.00	22.0%
Holiday - Other	1,001.00	1,001.00	0.00	1,001.00	100.0%
Total Holiday	50,393.01	181,713.58	141,700.00	40,013.58	128.24%
On The Ave					
Grove Week					
CRA Partnership Fee	0.00	6,250.00	12,500.00	-6,250.00	50.0%
Sponsors	0.00	2,500.00	2,500.00	0.00	100.0%
Vendors	0.00	475.00	0.00	475.00	100.0%
Total Grove Week	0.00	9,225.00	15,000.00	-5,775.00	61.5%
Sets in West					
CRA Partnership Fee	6,250.00	6,250.00	12,500.00	-6,250.00	50.0%
Sponsors	0.00	0.00	2,500.00	-2,500.00	0.0%
Total Sets in West	6,250.00	6,250.00	15,000.00	-8,750.00	41.67%
Total On The Ave	6,250.00	15,475.00	30,000.00	-14,525.00	51.58%
Total Income	236,326.01	471,099.08	678,610.00	-207,510.92	69.42%
Expense					
Administrative / Management					
Banking & Merchant Fees	360.04	512.49	600.00	-87.51	85.42%
Board Lunch	446.23	446.23	0.00	446.23	100.0%
City Fees	0.00	0.00	0.00	0.00	0.0%
Facilities and Equipment					
Depr and Amort - Allowable	0.00	0.00	0.00	0.00	0.0%
Donated Facilities	0.00	0.00	0.00	0.00	0.0%
Equip Rental and Maintenance	0.00	0.00	750.00	-750.00	0.0%
Property Insurance	1,128.00	1,128.00	0.00	1,128.00	100.0%
Rent	600.00	1,200.00	2,400.00	-1,200.00	50.0%
Total Facilities and Equipment	1,728.00	2,328.00	3,150.00	-822.00	73.91%
Insurance					
Directors Insurance	0.00	0.00	3,000.00	-3,000.00	0.0%
Health Insurance	15,030.90	17,815.59	31,300.00	-13,484.41	56.92%
Unemployment Insurance	0.00	0.00	2,801.00	-2,801.00	0.0%
Workman's Comp	714.00	714.00	1,700.00	-986.00	42.0%
Total Insurance	15,744.90	18,529.59	38,801.00	-20,271.41	47.76%
Meetings	154.24	154.24	0.00	154.24	100.0%
Mileage	28.48	28.48	1,200.00	-1,171.52	2.37%
Online Subscriptions	750.30	750.30	0.00	750.30	100.0%

Delray Beach Marketing Cooperative
Profit & Loss Budget Performance
January through March 2018

	Jan - Mar 18	Oct '17 - Mar 18	Annual Budget	\$ Over Budget	% of Budget
Payroll Expense					
Federal Taxes	0.00	0.00	0.00	0.00	0.0%
Federal Unemployment	0.00	0.00	0.00	0.00	0.0%
Fl .Unemployment	0.00	0.00	0.00	0.00	0.0%
Payroll Admin. Fee	313.16	547.82	900.00	-352.18	60.87%
Payroll taxes	6,325.51	11,069.35	20,623.00	-9,553.65	53.68%
Retirement Fund	24,493.70	24,493.70	25,000.00	-506.30	97.98%
Salaries	60,625.50	122,636.70	24,931.00	97,705.70	491.9%
Total Payroll Expense	91,757.87	158,747.57	71,454.00	87,293.57	222.17%
Postage, Mailing Service	0.00	0.00	100.00	-100.00	0.0%
Printing and Copying	0.00	0.00	0.00	0.00	0.0%
Professional Fees					
Audit Service	0.00	0.00	9,000.00	-9,000.00	0.0%
Bookkeeping / Contract Ser	0.00	0.00	4,000.00	-4,000.00	0.0%
Legal	138.75	292.91	2,000.00	-1,707.09	14.65%
Total Professional Fees	138.75	292.91	15,000.00	-14,707.09	1.95%
Supplies	957.52	957.52	2,500.00	-1,542.48	38.3%
Telephone, Telecommunicatio	682.12	1,657.12	3,900.00	-2,242.88	42.49%
Web Hosting	0.00	317.17	1,800.00	-1,482.83	17.62%
Administrative / Management -	0.00	0.00	0.00	0.00	0.0%
Total Administrative / Managemer	112,748.45	184,721.62	138,505.00	46,216.62	133.37%
Depreciation Expense	0.00	0.00	0.00	0.00	0.0%
Destination Marketing					
Ads	2,850.00	2,850.00	36,000.00	-33,150.00	7.92%
Award Submissions	0.00	0.00	0.00	0.00	0.0%
Collateral	4,580.00	6,777.55	0.00	6,777.55	100.0%
Contingency in Budget	0.00	2,650.00	8,000.00	-5,350.00	33.13%
Dues & Subscriptions	350.00	740.00	1,500.00	-760.00	49.33%
Meals	51.66	51.66	0.00	51.66	100.0%
Meetings & Conferences	2,638.21	2,638.21	9,000.00	-6,361.79	29.31%
Merchandise	0.00	1,179.00	0.00	1,179.00	100.0%
Misc	0.00	8,000.00	0.00	8,000.00	100.0%
Monthly Marketing	9,505.97	12,922.47	20,100.00	-7,177.53	64.29%
Photography & Video	0.00	335.00	3,000.00	-2,665.00	11.17%
Postage	0.00	0.00	0.00	0.00	0.0%
PR Firm	250.00	1,000.00	9,000.00	-8,000.00	11.11%
Retirement Fund	0.00	0.00	0.00	0.00	0.0%
Salaries	0.00	0.00	66,836.70	-66,836.70	0.0%
Supplies	150.00	150.00	2,500.00	-2,350.00	6.0%
Support of Sister Cities	0.00	0.00	0.00	0.00	0.0%
Travel , Meals & Entertainment	563.97	741.43	5,000.00	-4,258.57	14.83%
Travel Writers	213.56	213.56	0.00	213.56	100.0%
TWP Sponsorship Sun Sentinel	0.00	0.00	0.00	0.00	0.0%
Website design	5,000.00	5,000.00	0.00	5,000.00	100.0%
Total Destination Marketing	26,153.37	45,248.88	160,936.70	-115,687.82	28.12%
Holiday Expense					
Marketing					
Brochure	0.00	0.00	0.00	0.00	0.0%
Delray Newspaper Insert	3,000.00	3,000.00	0.00	3,000.00	100.0%
Design	0.00	0.00	0.00	0.00	0.0%
Digital Ads	107.99	356.23	0.00	356.23	100.0%
Stickers & Buttons	0.00	0.00	0.00	0.00	0.0%
Volunteer Shirts	0.00	0.00	0.00	0.00	0.0%
Website	3,000.00	3,000.00	2,600.00	400.00	115.39%
Marketing - Other	3,364.00	9,984.00	14,500.00	-4,516.00	68.86%
Total Marketing	9,471.99	16,340.23	17,100.00	-759.77	95.56%
New Years Eve					
Entertainment	1,370.00	11,520.00	0.00	11,520.00	100.0%
Fireworks	3,750.00	8,025.00	0.00	8,025.00	100.0%
Marketing	1,152.50	1,152.50	0.00	1,152.50	100.0%
Rentals	-1,100.00	5,179.75	0.00	5,179.75	100.0%
Staff	1,925.00	1,925.00	0.00	1,925.00	100.0%
Supplies	3,280.58	6,799.58	0.00	6,799.58	100.0%
New Years Eve - Other	0.00	0.00	30,000.00	-30,000.00	0.0%
Total New Years Eve	10,378.08	34,601.83	30,000.00	4,601.83	115.34%
Retirement Fund	0.00	0.00	0.00	0.00	0.0%
Salaries	0.00	0.00	56,758.15	-56,758.15	0.0%
Santa Photo Rev Split	0.00	3,000.00	5,300.00	-2,300.00	56.6%
Site Management					
Employees	2,871.60	10,041.60	0.00	10,041.60	100.0%
Old School Square Rev Spli	48,588.88	48,588.88	0.00	48,588.88	100.0%
Security	5,561.52	5,561.52	8,000.00	-2,438.48	69.52%
Site Management - Other	0.00	506.88	0.00	506.88	100.0%
Total Site Management	57,022.00	64,698.88	8,000.00	56,698.88	808.74%
Supplies	2,250.99	6,052.83	0.00	6,052.83	100.0%
Travel, Meals & Entertainment	66.78	166.61	0.00	166.61	100.0%

Delray Beach Marketing Cooperative
Profit & Loss Budget Performance
January through March 2018

	Jan - Mar 18	Oct '17 - Mar 18	Annual Budget	\$ Over Budget	% of Budget
Tree Build					
Contract Services	11,406.50	11,406.50	10,000.00	1,406.50	114.07%
Gift Shop	0.00	1,000.00	2,000.00	-1,000.00	50.0%
Refrigerator	0.00	0.00	0.00	0.00	0.0%
Signs	1,711.30	1,711.30	0.00	1,711.30	100.0%
Sound	0.00	750.00	750.00	0.00	100.0%
Travel , Meals & Entertainm	293.60	365.72	600.00	-234.28	60.95%
Volunteer Party	972.05	972.05	1,500.00	-527.95	64.8%
Total Tree Build	14,383.45	16,205.57	14,850.00	1,355.57	109.13%
Tree Lighting					
City Services	0.00	200.00	150.00	50.00	133.33%
Entertainment	0.00	3,100.00	7,000.00	-3,900.00	44.29%
Insurance	0.00	480.00	2,000.00	-1,520.00	24.0%
Photographer	0.00	475.00	0.00	475.00	100.0%
Sound & Lighting	0.00	9,971.75	0.00	9,971.75	100.0%
Supplies	0.00	0.00	4,500.00	-4,500.00	0.0%
Tent, tables, chair rental	0.00	1,491.00	0.00	1,491.00	100.0%
Total Tree Lighting	0.00	15,717.75	13,650.00	2,067.75	115.15%
Total Holiday Expense	93,573.29	156,783.70	145,658.15	11,125.55	107.64%
July 4th					
City Services	2,130.00	2,130.00	0.00	2,130.00	100.0%
Entertainment	17,500.00	17,500.00	54,000.00	-36,500.00	32.41%
Insurance	0.00	0.00	3,000.00	-3,000.00	0.0%
Marketing	0.00	0.00	7,400.00	-7,400.00	0.0%
Retirement Fund	0.00	0.00	3,713.15	-3,713.15	0.0%
Salaries	0.00	0.00	37,131.50	-37,131.50	0.0%
Sound & Lighting	0.00	0.00	0.00	0.00	0.0%
Supplies	0.00	0.00	1,000.00	-1,000.00	0.0%
Travel, Meals & Entertainment	0.00	0.00	500.00	-500.00	0.0%
Total July 4th	19,630.00	19,630.00	106,744.65	-87,114.65	18.39%
On The Avenue					
Grove Week					
City Fees	0.00	50.00	2,225.00	-2,175.00	2.25%
Contract Services	0.00	5,561.75	3,000.00	2,561.75	185.39%
Entertainment	0.00	1,000.00	3,000.00	-2,000.00	33.33%
Insurance	0.00	0.00	225.00	-225.00	0.0%
Marketing	0.00	2,776.76	4,525.00	-1,748.24	61.37%
Photographer	0.00	250.00	300.00	-50.00	83.33%
Supplies	0.00	264.02	250.00	14.02	105.61%
Travel, Meals	0.00	149.26	0.00	149.26	100.0%
Total Grove Week	0.00	10,051.79	13,525.00	-3,473.21	74.32%
Retirement Fund	0.00	0.00	0.00	0.00	0.0%
Salaries	0.00	0.00	68,958.50	-68,958.50	0.0%
Sets in the West					
City Fees	150.00	150.00	2,225.00	-2,075.00	6.74%
Contract Services	0.00	0.00	3,000.00	-3,000.00	0.0%
Entertainment	0.00	0.00	3,000.00	-3,000.00	0.0%
Insurance	500.00	500.00	225.00	275.00	222.22%
Marketing	1,980.00	1,980.00	4,525.00	-2,545.00	43.76%
Photographer	0.00	0.00	300.00	-300.00	0.0%
Supplies	0.00	0.00	250.00	-250.00	0.0%
Total Sets in the West	2,630.00	2,630.00	13,525.00	-10,895.00	19.45%
Total On The Avenue	2,630.00	12,681.79	96,008.50	-83,326.71	13.21%
Total Expense	254,735.11	419,065.99	647,853.00	-228,787.01	64.69%
Net Ordinary Income	-18,409.10	52,033.09	30,757.00	21,276.09	169.18%
Net Income	-18,409.10	52,033.09	30,757.00	21,276.09	169.18%

1:31 PM
02/14/18
Accrual Basis

Delray Beach Marketing Cooperative

Balance Sheet

As of January 31, 2018

Jan 31, 18

ASSETS

Current Assets

Checking/Savings

Bank United 4261 76,150.75

Petty Cash 1,100.00

Total Checking/Savings 77,250.75

Accounts Receivable

Accounts Receivables 8,218.31

Total Accounts Receivable 8,218.31

Other Current Assets

Prepaid Event Purchase 244.38

Prepaid Other Expenses 127.80

Total Other Current Assets 372.18

Total Current Assets 85,841.24

Fixed Assets

Accumulated Depreciation -740.00

Furniture and Equipment 10,892.79

Total Fixed Assets 10,152.79

TOTAL ASSETS 95,994.03

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable

Vendors 3.00

Accounts Payable - Other 28,457.01

Total Accounts Payable 28,460.01

Total Accounts Payable 28,460.01

Credit Cards

SunTrust 0257 -10,284.38

Total Credit Cards -10,284.38

Total Current Liabilities 18,175.63

Total Liabilities 18,175.63

Equity

Retained Earnings 1,154.60

Unrestricted Net Assets 16,046.34

Net Income 60,617.46

Total Equity 77,818.40

TOTAL LIABILITIES & EQUITY 95,994.03

11:28 AM
03/16/18
Accrual Basis

Delray Beach Marketing Cooperative

Balance Sheet

As of February 28, 2018

Feb 28, 18

ASSETS

Current Assets

Checking/Savings

Bank United 4261 100,881.65

Petty Cash 1,100.00

Total Checking/Savings 101,981.65

Accounts Receivable

Accounts Receivables 8,218.31

Total Accounts Receivable 8,218.31

Other Current Assets

Prepaid Event Purchase 244.38

Prepaid Other Expenses 127.80

Total Other Current Assets 372.18

Total Current Assets 110,572.14

Fixed Assets

Accumulated Depreciation -740.00

Furniture and Equipment 10,892.79

Total Fixed Assets 10,152.79

TOTAL ASSETS 120,724.93

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable

Vendors 3.00

Accounts Payable - Other 28,457.01

Total Accounts Payable 28,460.01

Total Accounts Payable 28,460.01

Credit Cards

SunTrust 0257 -10,284.38

Total Credit Cards -10,284.38

Total Current Liabilities 18,175.63

Total Liabilities 18,175.63

Equity

Retained Earnings 1,154.60

Unrestricted Net Assets 16,046.34

Net Income 85,348.36

Total Equity 102,549.30

TOTAL LIABILITIES & EQUITY 120,724.93

Delray Beach Marketing Cooperative

Balance Sheet

As of March 31, 2018

Mar 31, 18

ASSETS

Current Assets

Checking/Savings

Bank United 4261 71,189.20

Petty Cash 1,100.00

Total Checking/Savings 72,289.20

Accounts Receivable

Accounts Receivables 8,218.31

Total Accounts Receivable 8,218.31

Other Current Assets

Prepaid Event Purchase 244.38

Prepaid Other Expenses 127.80

Total Other Current Assets 372.18

Total Current Assets 80,879.69

Fixed Assets

Accumulated Depreciation -740.00

Furniture and Equipment 10,892.79

Total Fixed Assets 10,152.79

TOTAL ASSETS 91,032.48

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable

Vendors 3.00

Accounts Payable - Other 28,457.01

Total Accounts Payable 28,460.01

Total Accounts Payable 28,460.01

Credit Cards

SunTrust 0257 -6,661.56

Total Credit Cards -6,661.56

Total Current Liabilities 21,798.45

Total Liabilities 21,798.45

Equity

Retained Earnings 1,154.60

Unrestricted Net Assets 16,046.34

Net Income 52,033.09

Total Equity 69,234.03

TOTAL LIABILITIES & EQUITY 91,032.48