

## DDA BUDGET 2017/18

## Top Line Report

May31st, 2018

Updated 06/07/18 11:08am					
	Final 2016_17	Approved Amended Budget 2016_17	Approved Budget 2017_18	Previous Year 05/31/17	Actual to Date 05/31/18
<b>Revenues:</b>					
AD VALOREM TAXES & INTR.	817,586	799,145	934,584	787,374	916,364
SPONSORSHIP RAISED	83,600	70,450	32,000	70,450	59,225
<b>Total Revenues</b>	<b>901,186</b>	<b>869,595</b>	<b>966,584</b>	<b>857,824</b>	<b>975,589</b>
<b>Expenditures</b>					
<b>DEVELOPMENT DDA DISTRICT ECONOMY</b>					
TOTAL MARKETING DDA DISTRICT	296,047	282,627	279,750	271,679	257,181
ECONOMIC VITALITY / DEVELOPMENT	81,102	119,850	109,000	29,405	105,488
PLACEMAKING/CLEAN AND SAFE	178,807	171,000	239,000	131,539	80,651
DDA DISTRICT GRANTS	40,000	40,000	10,000	30,000	0
<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>595,956</b>	<b>613,477</b>	<b>637,750</b>	<b>462,622</b>	<b>443,320</b>
Payroll Expenses	207,700	207,765	224,322	136,563	147,251
Operational Expenses	43,478	36,431	55,347	27,176	41,110
Office Expenses	35,694	40,730	44,490	26,478	30,205
Capital Expenditure	1,148				
<b>Total Office/Administrative</b>	<b>288,020</b>	<b>284,926</b>	<b>324,160</b>	<b>190,217</b>	<b>218,566</b>
<b>Total Revenues</b>	<b>901,186</b>	<b>869,595</b>	<b>966,584</b>	<b>857,824</b>	<b>975,589</b>
<b>Less Total Expenses</b>	<b>883,976</b>	<b>898,403</b>	<b>961,910</b>	<b>652,839</b>	<b>661,886</b>
Funds Allocated Brought Forward from Previous Financial Year	0	50,000			
<b>Net Income for year</b>	<b>17,210</b>	<b>4,664</b>	<b>4,674</b>	<b>204,985</b>	<b>313,703</b>
<b>Raised Revenues - Private</b>					
SPONSORSHIP RAISED	83,600		32,000	70,450	59,225
IN KIND REVENUES	3,689		0	0	38,820
<b>Total Raised Revenues</b>	<b>87,289</b>		<b>32,000</b>	<b>70,450</b>	<b>98,045</b>

	Updated 06/07/18 11:08am	1	2	3	4
	<b>A</b> <b>Revenue &amp; Expenses</b>	<b>Final 2016_17</b>	<b>Approved Amended Budget 2016_17</b>	<b>Approved Budget 2017_18</b>	<b>Previous Year 05/31/17</b>
	<b>REVENUES</b>				
	<b>AD VALOREM TAXES &amp; INTR.</b>				
1	Ad Valorem Taxes	817,363	798,975	934,584	787,214
2	Interest earned	223	170	0	159
3	<b>AD VALOREM TAXES &amp; INTR.</b>	<b>817,586</b>	<b>799,145</b>	<b>934,584</b>	<b>787,374</b>
	<b>SPONSORSHIP RAISED</b>				
4	Sponsorship Income - Marketing	36,400	27,250	0	27,250
5	Miscellaneous Income	6,000	5,000	0	5,000
6	Downtown Guide Book Income	26,200	26,200	26,000	26,200
7	Howard Alan Events	15,000	12,000	6,000	12,000
8	<b>SPONSORSHIP RAISED</b>	<b>83,600</b>	<b>70,450</b>	<b>32,000</b>	<b>70,450</b>
9	<b>TOTAL REVENUES</b>	<b>901,186</b>	<b>869,595</b>	<b>966,584</b>	<b>857,824</b>
	<b>Expenditures</b> <b>DEVELOPMENT DDA DISTRICT ECONOMY</b>				
	<b>MARKETING DDA DISTRICT TOTAL</b>				
10	Downtown Guide Book	26,356	25,510	26,000	26,356
11	Visitor Info. Centre Operations Costs	0	0	0	17,755
12	Visit Florida Welcome Centers	2,633	3,030	3,030	2,633
13	Website Design & Update	6,107	9,160	12,820	8,777
14	Public Relations & Communication	22,500	22,500	25,200	15,000
15	Digital Signage & Misc Advertising	34,343	27,000	27,000	19,454
16	DDA Program Marketing Totals	204,108	195,427	185,700	181,705
17	<b>TOTAL MARKETING DDA DISTRICT</b>	<b>296,047</b>	<b>282,627</b>	<b>279,750</b>	<b>271,679</b>
18	ECONOMIC VITALITY / DEVELOPMENT	81,102	119,850	109,000	29,405
19	PLACEMAKING/CLEAN AND SAFE	178,807	171,000	239,000	131,539
	<b>TOTAL DEVELOPMENT DDA DISTRICT ECONOMY</b>	<b>555,956</b>	<b>573,477</b>	<b>627,750</b>	<b>432,622</b>
	<b>DDA DISTRICT GRANTS</b>				
21	Pineapple Grove	5,000	5,000	5,000	0
22	West Atlantic	5,000	5,000	5,000	0
23	Chirstmas Tree Partnership	30,000	30,000	0	30,000
25	<b>TOTAL DDA DISTRICT GRANTS</b>	<b>40,000</b>	<b>40,000</b>	<b>10,000</b>	<b>30,000</b>
26	<b>TOTAL BUSINESS DEVELOPMENT</b>	<b>595,956</b>	<b>613,477</b>	<b>637,750</b>	<b>462,622</b>
	<b>Expenditures</b> <b>Office/Administrative</b>				
27	DDA Payroll	166,044	166,044	176,123	110,132
28	P/R Taxes,SUTA,FUTA	12,932	12,912	13,684	8,599
29	Health Insurance	16,094	15,108	17,465	10,203
30	Worker's Comp, Ins	832	1,800	2,000	609
31	Retirement	11,798	11,901	15,050	7,020
32	<b>Payroll Expenses</b>	<b>207,700</b>	<b>207,765</b>	<b>224,322</b>	<b>136,563</b>
33	Independent Contractor	0	0	6,500	0
34	External Audit Fees	6,800	6,800	6,800	6,800
35	Bookkeeping & Payroll Svcs	5,747	5,350	6,600	3,842
36	Dues, Subscriptions	3,406	3,920	4,500	3,340
37	Board Liability Ins + Office Contents	7,366	7,580	7,600	5,472
38	Property Appraiser Fee	4,997	5,420	6,347	4,074
39	Meetings, Conferences, Training	7,408	7,160	12,000	3,648
40	Legal Fees	7,754	200	5,000	0
41	<b>Operational Expenses</b>	<b>43,478</b>	<b>36,431</b>	<b>55,347</b>	<b>27,176</b>
42	Car allowance	3,000	3,000	3,000	2,000

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	<b>A</b> Revenue & Expenses	Final 2016_17	Approved Amended Budget 2016_17	Approved Budget 2017_18	Previous Year 05/31/17
43	Phones	5,557	6,620	6,000	4,205
44	Office Supplies & repairs etc	7,418	10,000	12,910	7,185
45	Postages & Printing	110	1,500	1,500	94
46	Office rental	19,609	19,610	21,080	12,994
47	Office Expenses	35,694	40,730	44,490	26,478
48	Capital Expenditure	1,148			
49	Total Office/Administrative	288,020	284,926	324,160	190,217
50	Total Revenues	901,186	869,595	966,584	857,824
51	Less Total Expenses	883,976	898,403	961,910	652,839
52	Less Bad Debt	0	0	0	0
53	Funds Allocated Brought Forward from Previous Finacial Year		50,000		
54	Net Income for year	17,210	4,664	4,674	204,985
55	In Kind Revenues	3,689		0	

5
Actual to Date 05/31/18
916,203 161
916,364
18,500 0 25,725 15,000
59,225
975,589
26,582 0 3,045 7,475 16,800 19,644 183,637
257,181
105,488 80,651
443,320
0 0 0
0
443,320
119,760 9,368 9,118 704 8,301
147,251
1,263 10,497 4,312 2,486 5,691 4,880 6,131 5,852
41,110
2,000

5
Actual to Date 05/31/18
2,265
10,588
1,709
13,643
30,205
218,566
975,589
661,886
0
313,703
38,820

**Marketing and Advertising Summary of  
May 31st, 2018**

Updated 06/07/18 11:08am		1	2	3	4	5
	<b>MARKETING DDA DISTRICT TOTAL</b>	<b>Final 2016_17</b>	<b>Approved Amended Budget 2016_17</b>	<b>Approved Budget 2017_18</b>	<b>Previous Year 05/31/17</b>	<b>Actual to Date 05/31/18</b>
	<b>DDA BUSINESS PROGRAM MARKETING</b>					
3	TOTAL CREATIVE & BROCHURE PRINTING	32,019	34,500	30,000	24,724	24,704
6	TOTAL LOCAL PRINT ADVERTISING	9,252	6,500	9,000	6,001	3,340
9	TOTAL INTERNET ADVERTISING	28,129	28,000	26,000	19,428	18,110
13	TOTAL MEDIA ADVERTISING	26,557	24,500	27,000	24,312	19,185
14	<b>TOTAL MONTHLY CAMPAIGN</b>	<b>95,957</b>	<b>93,500</b>	<b>92,000</b>	<b>74,464</b>	<b>65,338</b>
21	TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	18,527	18,927	15,700	18,527	15,737
22	DOWNTOWN PROGRAMS and EVENTS	89,624	83,000	78,000	88,713	102,561
23	<b>DDA Program Marketing Totals</b>	<b>204,108</b>	<b>195,427</b>	<b>185,700</b>	<b>181,705</b>	<b>183,637</b>
24	<b>LESS EXPS - SPONSOR TO BE RAISED</b>	<b>(83,600)</b>		<b>(32,000)</b>	<b>70,450</b>	<b>(59,225)</b>
25	<b>TOT MARKETING DDA DISTRICT EXPENSES BUDGET</b>	<b>120,508</b>		<b>0</b>	<b>252,155</b>	<b>124,412</b>

	Updated 06/07/18 11:08am	1	2	3	4	5
	<b>B</b>		Approved	Approved		
	<b>MARKETING DDA DISTRICT TOTAL</b>	<b>Final</b>	<b>Amended</b>	<b>Budget</b>	<b>Previous Year</b>	<b>Actual to Date</b>
		<b>2016_17</b>	<b>Budget</b>	<b>2017_18</b>	<b>05/31/17</b>	<b>05/31/18</b>
	<b>DDA BUSINESS PROGRAM MARKETING</b>					
	<b>CREATIVE &amp; BROCHURE PRINTING</b>					
1	All Creative	26,480	30,000	25,500	20,285	21,016
2	Printing - Brochure	5,539	4,500	4,500	4,439	3,688
3	<b>TOTAL CREATIVE &amp; BROCHURE PRINTING</b>	<b>32,019</b>	<b>34,500</b>	<b>30,000</b>	<b>24,724</b>	<b>24,704</b>
4	<b>LOCAL PRINT ADVERTISING</b>					
5	Newspapers	9,252	6,500	9,000	6,001	3,340
6	<b>TOTAL LOCAL PRINT ADVERTISING</b>	<b>9,252</b>	<b>6,500</b>	<b>9,000</b>	<b>6,001</b>	<b>3,340</b>
7	<b>INTERNET ADVERTISING</b>					
8	Social Media & Online advertising	28,129	28,000	26,000	19,428	18,110
9	<b>TOTAL INTERNET ADVERTISING</b>	<b>28,129</b>	<b>28,000</b>	<b>26,000</b>	<b>19,428</b>	<b>18,110</b>
10	<b>MEDIA ADVERTISING</b>					
11	TV Commercial advertising	10,782	10,000	12,500	8,537	9,885
12	Video Production	15,775	14,500	14,500	15,775	9,300
13	<b>TOTAL MEDIA ADVERTISING</b>	<b>26,557</b>	<b>24,500</b>	<b>27,000</b>	<b>24,312</b>	<b>19,185</b>
14	<b>TOTAL MONTHLY CAMPAIGN</b>	<b>95,957</b>	<b>93,500</b>	<b>92,000</b>	<b>74,464</b>	<b>65,338</b>
15	<b>LOCAL/REGIONAL/NTL PUBLICATIONS</b>					
16	Delray Beach Magazine	4,000	4,000	2,000	4,000	2,000
17	Boca Magazine	2,000	2,000	2,000	2,000	2,000
18	Other Publications	4,950	5,350	4,000	4,950	3,275
19	Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	4,200	4,200	4,200	4,200	5,750
20	Vistit Florida Annual Trav. Magazine	3,377	3,377	3,500	3,377	2,712
21	<b>TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS</b>	<b>18,527</b>	<b>18,927</b>	<b>15,700</b>	<b>18,527</b>	<b>15,737</b>
22	DOWNTOWN PROGRAMS and EVENTS	89,624	83,000	78,000	88,713	102,561
23	<b>DDA Program Marketing Totals</b>	<b>204,108</b>	<b>195,427</b>	<b>185,700</b>	<b>181,705</b>	<b>183,637</b>
24	<b>LESS EXPS - SPONSOR TO BE RAISED</b>	<b>(83,600)</b>	<b>(70,450)</b>	<b>(32,000)</b>	<b>70,450</b>	<b>(59,225)</b>
25	<b>TOT MARKETING DDA DISTRICT EXPENSES BUDGET</b>	<b>120,508</b>	<b>124,977</b>	<b>153,700</b>	<b>252,155</b>	<b>124,412</b>

	Updated 06/07/18 11:08am	1	2	3	5
	<b>C</b> ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Approved Budget 2016_17	Approved Amended Budget 2016_17	Approved Budget 2017_18	Actual to Date 05/31/18
	DETAIL ITEMS				
1	Downtown Connection Newsletter	4,000	4,000	4,000	3,383
2	Annual Report	7,100	7,100	7,000	8,215
3	Email Messaging (B2B)			2,400	1,065
4	Economic Development Brochure	0	0	9,600	2,001
5	Pedestrian Counts	12,600	12,600	12,000	0
	Research and Data Development (Study Implementation) Property owner meeting	46,000	46,000	32,000	39,282
6					
7	Visitor Information Center	37,000	37,000	42,000	51,542
	TOTAL ECONOMIC VITALITY	106,700	106,700	109,000	105,488



**PLACEMAKING  
FY17/18 BUDGET**

Updated 06/07/18 11:08am		1	2	3	5
	<b><u>D</u></b> <b>PLACEMAKING FY17/18 BUDGET</b>	<b>Approved Budget 2016_17</b>	<b>Approved Amended Budget 2016_17</b>	<b>Approved Budget 2017_18</b>	<b>Actual to Date 05/31/18</b>
	<b>DETAIL ITEMS</b>				
1	<b>Banner Management</b>	18,000	18,984	21,000	120
2	<b>Decorative Lighting Annual program</b>	29,347	29,347	30,000	39,282
3	<b>Holiday Lighting</b>	41,069	41,069	41,500	41,069
4	<b>Downtown Safety Ambassador Program</b>	0	69,000	135,000	0
5	<b>Downtown Parking</b>	12,600	12,600	5,000	0
6	<b>Signage and Kiosks</b>	0	0	6,500	180
	<b>TOTAL PLACEMAKING</b>	<b>101,016</b>	<b>171,000</b>	<b>239,000</b>	<b>80,651</b>

**Downtown Development Authority Preliminary Available Funds at 05/31/18**

	<u>Final</u>	<u>Budget</u>	<u>Actual to</u>
	<u>2016_17</u>	<u>2016/17</u>	<u>5/31/2018</u>
Equity B/ Forward October 1st	153,793	153,793	171,003
(Over)/under spent for period	17,210	-45,336	313,703
Total Funds carried Forward	171,003	108,457	484,706