

## Mission

**The DDA stimulates, enhances,  
and sustains the economic vitality  
of downtown Delray Beach and  
the quality of life enjoyed by locals  
and visitors.**

DELRAY BEACH DDA FY 18/19

July 10, 2018

# DDA MILLAGE LEVY

- Tentative levy tax in the amount of 1.0000 mil on all properties within the Downtown Development Authority Taxing District of the City of Delray Beach for FY 2019
- The assessed valuation on all taxable property for operating purposes within the Downtown Development Authority Taxing District of the City of Delray Beach is \$1,037,585 vs \$934,584. (11% increase)
- Final Adoption of the Millage - September 2018



# DDA Funding & Governance

- **House Bill 1250. Now Chapter 2003-314 House Bill 299:** Delray Beach Downtown Development Authority (DDA) is a dependent special taxing district created in 1971 with the authority to perform specific functions within the Downtown
- The area levys 1.0000 tax that is to be reinvested back into the district. **In 1971 the State Legislature passed House Bill.** The tax is used through operations, marketing-promotions, placemaking, and economic development programs.
- The DDA is governed by a 7 member Board who are appointed by the City Commission: *Peter Arts (Chair), Al Costilo (Vice Chair), Mavis Benson (Secretary), Frank Frione, Mark Denkler, John Conde, Pam Ramsey*





# DDA Budget Summary FY17/18 & FY18/19

## Revenues:

Ad Valorem Tax Revenue

**FY17/18**

\$934,584

**FY18/19**

\$1,037,587

Sponsorship/Misc. Revenue

\$ 32,000

\$ 45,000

## Total Revenue:

**\$966,584**

**\$1,082,587**

## Proposed Expenditures:

Position Marketing

\$279,750

\$ 313,169

Economic Vitality

\$109,000

\$ 43,836

PlaceMaking

\$239,000

\$ 296,257

District Grants

\$10,000

\$ 10,000

Organizational

\$324,160

\$ 414,318

## Total Expenses

**\$961,910**

**\$1,077,581**



LIVE IT UP

Position Marketing

# POSITION MARKETING

FY19 \$314,000/FY18 \$279,750

## 1. Merchant Driven Events and Programing

- (First Friday Art Walk, Delray Beach Fashion Week, Savor the Avenue, Shop Small, Orchid Giveaway, Restaurant Week, Summer Sidewalk Sale – NEW EVENT IMPLEMENTATION)

## 2. Multi-channel, year-round PR & Marketing plan (Local, National & International)

3. Digital Signage (PBIA, FLL, VIC) and Miscellaneous Advertising
4. Visit Florida Welcome Centers (Guidebooks and Signage)
5. Website Design & Updates; DowntownDelrayBeach.com
6. Social Media, Email Marketing, Online & Remarketing Advertising
7. TV Commercials and Video Production
  - **MAKE IT YOURS VIDEO**
8. Print Magazines & Newspaper Advertising
9. Public Relations and Communications
10. Downtown Programs and Events Messaging Support



DATES:	FILMED:	SPOTS:
Feb 1 <sup>st</sup> -7 <sup>th</sup>	Feb 1 <sup>st</sup>	168 per screen





# Events & Programming

- **Small Business Saturday – November 2018**

- Participants: **100+** Downtown businesses
- Business mix: retail, beauty & wellness, arts & culture, restaurant, professional service

- **Holiday Window Décor Contest – December 2018**

- Participants: **70+** Downtown businesses
- Business mix: All business types

- **Delray Beach Fashion Week – January 23-27, 2019**

- Participants: **70** Downtown businesses and over 5000 attendees
- Charity Partner – Achievement Center for Children and Families and Arts Garage 2018
- Business mix: Retail, Art & Culture, Restaurant, Hotel, Professional services, entertainment/things to do

- **Savor the Avenue – March 25, 2019**

- Participants: **18-20** Downtown businesses and 1100 attendees
- Business mix: Restaurant, retail
- Charity Partner – (Living Hungry 2018)





# Events & Programming Continued...

- **Mother's Day Orchid Giveaway – May 1-13, 2019**
  - Participants: **100+** Downtown businesses
  - Business mix: retail, beauty & wellness, art & culture
  - Revenue estimates: \$145,000 retail shopping
- **Dine Out Downtown Delray – Restaurant Week – Aug. 1-7**
  - Participants: **41** Downtown businesses
  - Business mix: restaurants, hotel, retail
  - Over 20,000 attendees over 7 days
- **First Friday Art Walk, First Friday of Every Month, Year-Round**
  - Participants: **50+** Downtown businesses
  - Business mix: art & culture, restaurant, hotel
  - 300 attendees per Art Walk
- **NEW Events and Programs: ART & JAZZ IS BACK! – Reinvalidate the famed program to showcase Downtown!**
  - Expand into Pineapple Grove, The SET and Beachside
  - Participants: **150** Downtown businesses
  - Business mix: retail, art & culture, beauty & wellness, Community





Pleasantville  
Perfect Smiles  
Charming Vibrant Balanced  
Fantastic Haven Great Peaceful  
Friendly Reminiscent historical Beautiful  
Touristy Neighborhood Village  
Flair Eclectic Changing Chill Bustling  
Delightful Welcoming Relaxing WONDERFUL  
Vacation lovely Magnificent Incredible  
Happy Hip FUN Exciting Amazing  
Fabulous Pleasant Openness  
unique Sunny gorgeous LOVE  
gem cute delicious Relaxed Diverse Eccentric  
Home Beachy holiday  
Happening awesome Familiar Lively  
special EVERYTHING EVENTFUL  
hometown Expanding happiness  
charm supercalifragilisticexpialidocious  
Paradise



# ECONOMIC VITALITY – FY19 \$43,836 / FY18 \$109,000

1. **Downtown Delray Beach Retail Market Analysis and Downtown Shopability Study Completed now Implementation (Policy/Ordinances)**
2. **Visitor Information Center Activation**
3. Neighborhood Development – The SET
  - Activate space; Brand implementation
  - Events and Programing
4. Promote Progress and New Development – New Construction brochure, site and messaging – 8 large projects
5. Business Retention and Recruitment Programs
6. Research & Data Collection – Ped Counts
7. Brand the Downtown – Revitalize “Village by the Sea”

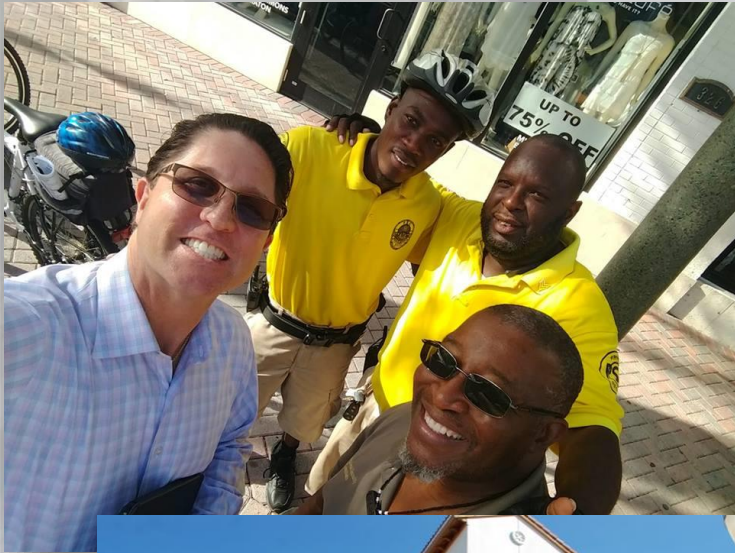


Prepared for:  
City of Delray Beach Downtown Development Authority

Prepared by:  
Gibbs Planning Group



# PLACEMAKING – FY19 \$296,257/ FY18 \$239,000



1. Downtown Safety Ambassador Program
  - Year Round Program
2. Downtown Parking Management & Mobility
  - Management Agreement
  - Parking Utilization & Capacity Study
  - Parking Garage Enhancements
3. Downtown Signage & WAY-FINDING
  - Lead Design and Implementation with City/CRA



# PLACEMAKING – Continued



4. Street Pole Banner Program
  - Update/Replace Pineapple Grove Banners
  - Replacement SET and July 4<sup>th</sup> Banners
5. Downtown Lighting Program and Holiday Lighting Downtown
6. Construction in Downtown Management & Messaging



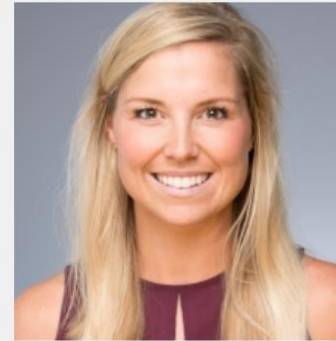
# ORGANIZATION – CONNECT –

## FY19 \$414,318/FY18 \$324,160

### Initiatives:

- Team Enhancements
- Operational Expenses (Training/Service)
  - Office Facility Expenses
- DDA Management Agreement
- Legal Counsel
- Succession Planning

### TEAM MEMBERS



Kellie Ames

Project Coordinator



BJ Sklar

Visitor Center Coordinator



Laura Simon

Executive Director



Lauren Lyall

Operations Manager



Richalyn Miller

Marketing Coordinator



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