

DRAFT FISCAL YEAR 2018-2019 PROPOSED BUDGET

**Top Line Report
AUGUST 13, 2018**

Updated AUG. 13, 2018						
	Final 2016_17	Approved Budget 2017_18	Approved Amended Budget 2017_18	Approved Budget 2018_19	Amount Change Approved 2017_18 to 2018_19	% Change 2017_18 to 2018_19
Revenues:						
AD VALOREM TAXES & INTR.	817,586	934,584	946,771	1,039,547	104,963	11.23%
SPONSORSHIP RAISED	83,600	32,000	67,525	45,025	13,025	40.70%
Total Revenues	901,186	966,584	1,014,296	1,084,572	117,988	12.21%
Expenditures						
DEVELOPMENT DDA DISTRICT ECONOMY						
TOTAL MARKETING DDA DISTRICT	296,047	279,750	326,347	316,498	36,748	13.14%
ECONOMIC VITALITY / DEVELOPMENT	81,102	109,000	119,810	41,498	-67,502	-61.93%
PLACEMAKING/CLEAN AND SAFE	178,807	239,000	185,841	296,257	57,257	23.96%
DDA DISTRICT FUNDING	40,000	10,000	10,000	10,000	0	0.00%
TOTAL BUSINESS DEVELOPMENT	595,956	637,750	641,998	664,253	26,503	4.16%
Payroll Expenses	207,700	224,322	241,548	312,499	88,177	39.31%
Operational Expenses	43,478	55,347	54,156	57,289	1,942	3.51%
Office Expenses	35,694	44,490	43,197	45,963	2,766	6.22%
Capital Expenditure	1,148					
Total Office/Administrative	288,020	324,160	338,901	415,751	91,591	28.25%
Total Revenues	901,186	966,584	1,014,296	1,084,572	117,988	12.21%
Less Total Expenses	883,976	961,910	980,898	1,080,005	118,095	12.28%
Funds Allocated brought forward from Previous Financial Year	0					
Net Income for year	17,210	4,674	33,398	4,567	-107	-2.28%
Raised Revenues - Private						
SPONSORSHIP RAISED	83,600	32,000	67,525	45,025	13,025	40.70%
IN KIND REVENUES	3,689	0				
Total Raised Revenues	87,289	32,000	67,525	45,025	13,025	40.70%

DDA FY19 BUDGET - SUMMARY PAGE A

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A Revenue & Expenses		Final 2016_17	Approved Budget 2017_18	Approved Amended Budget 2017_18	Approved Budget 2018_19	Amount Change Approved FY18 to FY2018_19
REVENUES						
AD VALOREM TAXES & INTR.						
1	Ad Valorem Taxes	817,363	934,584	946,563	1,039,339	104,755
2	Interest earned	223	0	208	208	208
3	AD VALOREM TAXES & INTR.	817,586	934,584	946,771	1,039,547	104,963
SPONSORSHIP RAISED						
4	Sponsorship Income - Marketing	36,400	0	22,500	0	0
5	Miscellaneous Income	6,000	0	0	0	0
6	Downtown Guide Book Income	26,200	26,000	27,025	27,025	1,025
7	Howard Alan Events	15,000	6,000	18,000	18,000	12,000
8	SPONSORSHIP RAISED	83,600	32,000	67,525	45,025	13,025
9	TOTAL REVENUES	901,186	966,584	1,014,296	1,084,572	117,988
Expenditures DEVELOPMENT DDA DISTRICT ECONOMY						
MARKETING DDA DISTRICT TOTAL						
10	Downtown Guide Book	26,356	26,000	26,582	26,582	582
11	Visitor Info. Centre Operations Costs	0	0	0	0	0
12	Visit Florida Welcome Centers	2,633	3,030	3,045	3,045	15
13	Website Design & Update	6,107	12,820	14,000	14,000	1,180
14	Public Relations & Communication	22,500	25,200	25,200	28,000	2,800
15	Digital Signage & Misc Advertising	34,343	27,000	29,000	28,500	1,500
16	DDA Program Marketing Totals	204,108	185,700	228,520	216,372	30,672
17	TOTAL MARKETING DDA DISTRICT	296,047	279,750	326,347	316,498	36,748
18	ECONOMIC VITALITY / DEVELOPMENT	81,102	109,000	119,810	41,498	-67,502
19	PLACEMAKING/CLEAN AND SAFE	178,807	239,000	185,841	296,257	57,257
TOTAL DEVELOPMENT DDA DISTRICT ECONOMY		555,956	627,750	631,998	654,253	26,503
DDA DISTRICT FUNDING						
21	Pineapple Grove - District funding	5,000	5,000	5,000	5,000	0
22	West Atlantic/The SET	5,000	5,000	5,000	5,000	0
23	Christmas Tree Partnership	30,000	0	0	0	0
25	TOTAL DDA DISTRICT GRANTS	40,000	10,000	10,000	10,000	0
26	TOTAL BUSINESS DEVELOPMENT	595,956	637,750	641,998	664,253	26,503
Expenditures Office/Administrative						
27	DDA Payroll	166,044	176,123	197,680	249,501	73,378
28	P/R Taxes,SUTA,FUTA	12,932	13,684	15,419	19,436	5,752
29	Health Insurance	16,094	17,465	15,226	26,040	8,575
30	Worker's Comp, Ins	832	2,000	939	2,100	100
31	Retirement	11,798	15,050	12,284	15,422	372
32	Payroll Expenses	207,700	224,322	241,548	312,499	88,177
33	Independent Contractor	0	6,500	2,263	2,000	-4,500
34	External Audit Fees	6,800	6,800	10,497	10,000	3,200
35	Bookkeeping & Payroll Svcs	5,747	6,600	6,472	7,914	1,314
36	Dues, Subscriptions	3,406	4,500	3,766	4,000	-500
37	Board Liability Ins + Office Contents	7,366	7,600	7,627	7,795	195
38	Property Appraiser Fee	4,997	6,347	6,449	7,080	733

DDA FY19 BUDGET - SUMMARY PAGE A

updated 8/13/18		1	3	4	7	8
A Revenue & Expenses		Final 2016_17	Approved Budget 2017_18	Approved Amended Budget 2017_18	Approved Budget 2018_19	Amount Change Approved FY18 to FY2018_19
39	Meetings, Conferences, Training	7,408	12,000	9,731	12,000	0
40	Legal Fees	7,754	5,000	7,352	6,500	1,500
41	Operational Expenses	43,478	55,347	54,156	57,289	1,942
42	Car allowance	3,000	3,000	3,000	3,000	0
43	Phones	5,557	6,000	3,309	6,543	543
44	Office Supplies & repairs etc	7,418	12,910	14,000	13,000	90
45	Postages & Printing	110	1,500	1,809	1,800	300
46	Office rental	19,609	21,080	21,080	21,620	540
47	Office Expenses	35,694	44,490	43,197	45,963	1,473
48	Capital Expenditure	1,148				
49	Total Office/Administrative	288,020	324,160	338,901	415,751	91,591
50	Total Revenues	901,186	966,584	1,014,296	1,084,572	117,988
51	Less Total Expenses	883,976	961,910	980,898	1,080,005	118,095
52	Less Bad Debt	0	0	0		0
53	Funds Allocated Brought Forward from Previous Finacial Year					0
54	Net Income for year	17,210	4,674	33,398	4,567	-107
55	In Kind Revenues	3,689	0			

Marketing and Advertising Summary
AUG. 13, 2018

	Updated 8/13/18	1	3	4	7	8
	MARKETING DDA DISTRICT TOTAL	Final 2016_17	Approved Budget 2017_18	Approved Ammeded Budget 2017_18	Approved Budget 2018_19	Amount Change Appr. FY17/18 to 2018_19
	DDA BUSINESS PROGRAM MARKETING					
3	TOTAL CREATIVE & BROCHURE PRINTING	32,019	30,000	31,608	29,500	-500
6	TOTAL LOCAL PRINT ADVERTISING	9,252	9,000	6,340	6,340	-2,660
9	TOTAL INTERNET ADVERTISING	28,129	26,000	34,479	28,000	2,000
13	TOTAL MEDIA ADVERTISING	26,557	27,000	26,795	26,795	-205
14	TOTAL MONTHLY CAMPAIGN	95,957	92,000	99,222	90,635	-1,365
	TOTAL LOCAL/REGIONAL/NTL					
21	PUBLICATIONS	18,527	15,700	15,737	15,737	37
22	DOWNTOWN PROGRAMS and EVENTS	89,624	78,000	113,561	110,000	32,000
23	DDA Program Marketing Totals	204,108	185,700	228,520	216,372	30,672
24	LESS EXPS - SPONSOR TO BE RAISED	(83,600)	(32,000)	(67,525)	-45,025	
25	TOT MARKETING DDA DISTRICT EXPENSES BUDGET	120,508	0	160,995	171,347	

	Updated 8/13/2018	1	3	4	7	8
	B MARKETING DDA DISTRICT TOTAL	Final 2016_17	Approved Budget 2017_18	Approved Ameded Budget 2017_18	Approved Budget 2018_19	Amount Change Approved 2017_18 to 2018_19
	DDA BUSINESS PROGRAM MARKETING					
	CREATIVE & BROCHURE PRINTING					
1	All Creative	26,480	25,500	27,108	25,000	-500
2	Printing - Brochure	5,539	4,500	4,500	4,500	0
3	TOTAL CREATIVE & BROCHURE PRINTING	32,019	30,000	31,608	29,500	-500
4	LOCAL PRINT ADVERTISING				0	0
5	Newspapers	9,252	9,000	6,340	6,340	-2,660
6	TOTAL LOCAL PRINT ADVERTISING	9,252	9,000	6,340	6,340	-2,660
7	INTERNET ADVERTISING				0	0
8	Social Media & Online advertising	28,129	26,000	34,479	28,000	2,000
9	TOTAL INTERNET ADVERTISING	28,129	26,000	34,479	28,000	2,000
10	MEDIA ADVERTISING					0
11	TV Commercial advertising	10,782	12,500	12,795	12,795	295
12	Video Production	15,775	14,500	14,000	14,000	-500
13	TOTAL MEDIA ADVERTISING	26,557	27,000	26,795	26,795	-205
14	TOTAL MONTHLY CAMPAIGN	95,957	92,000	99,222	90,635	-1,365
15	LOCAL/REGIONAL/NTL PUBLICATIONS					0
16	Delray Beach Magazine	4,000	2,000	2,000	2,000	0
17	Boca Magazine	2,000	2,000	2,000	2,000	0
18	Other Publications	4,950	4,000	3,275	3,275	-725
19	Journal & Canadian Edition	4,200	4,200	5,750	5,750	1,550
20	Vistit Florida Annual Trav. Magazine	3,377	3,500	2,712	2,712	-788
21	TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	18,527	15,700	15,737	15,737	37
22	DOWNTOWN PROGRAMS and EVENTS	89,624	78,000	113,561	110,000	32,000
23	DDA Program Marketing Totals	204,108	185,700	228,520	216,372	30,672
24	LESS EXPS - SPONSOR TO BE RAISED	(83,600)	(32,000)	(67,525)	(45,025)	
25	TOT MARKETING DDA DISTRICT EXPENSES BUDGET	120,508	153,700	160,995	171,347	

ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT
Amended & FY19 BUDGET

	updated 8/13/18	1	3	4	7	8
	C ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Final 2016_17	Approved Budget 2017_18	Approved Amended Budget 2017_18	Approved Budget 2018_19	Amount Change Approved 2017_18 to 2018_19
	DETAIL ITEMS					
1	Downtown Connection Newsletter	4,000	4,000	4,283	2,500	-1,500
2	Annual Report	7,100	7,000	8,215	8,215	1,215
3	Email Messaging (B2B)		2,400	3,000	3,000	600
4	Economic Development Brochure	0	9,600	2,001	2,001	-7,599
5	Pedestrian Count, Employee Counts, Nighttime Economy impact	12,600	12,000	4,500	4,500	-7,500
6	Research/Shop Ability Implementation - Short, Medium, Long Term recommendations	46,000	32,000	39,282	9,282	-22,718
7	Visitor Information Center	37,000	42,000	58,529	12,000	-30,000
	TOTAL ECONOMIC VITALITY	106,700	109,000	119,810	41,498	-67,502

**PLACEMAKING
FY19 BUDGET**

	updated 8/13/18	1	3	4	6	7
	D PLACEMAKING FY17/18 BUDGET	Final 2016_17	Approved Budget 2017_18	Approved Ameded Budget 2017_18	Approved Budget 2018_19	Amount Change Approved 2017_18 to 2018_19
	DETAIL ITEMS					
1	Banner Management	18,000	21,000	16,900	18,000	-3,000
2	Decorative Lighting Annual program	29,347	30,000	43,282	20,000	-10,000
3	Holiday Lighting	41,069	41,500	41,069	41,500	0
4	Downtown Safety Ambassador Program	0	135,000	78,410	200,557	65,557
5	Downtown Parking	12,600	5,000	3,000	3,000	-2,000
6	Signage and Kiosks	0	6,500	3,180	3,200	-3,300
7	Downtown Beautification - Potted Plants/ Amenities			0	10,000	10,000
	TOTAL PLACEMAKING	101,016	239,000	185,841	296,257	57,257

Downtown Development Authority Preliminary Available Funds at 06/30/18

	Final	Budget	Actual to
	2016_17	2016/17	6/30/2018
Equity B/ Forward October 1st	153,793	153,793	171,003
(Over)/under spent for period	17,210	-45,336	249,408
Total Funds carried Forward	171,003	108,457	420,411