

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

September 6, 2018

DDA FY2018-19 MILLAGE LEVY

- Tax Levy 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 **\$1,039,339 vs \$934,584**
- DDA Board Goal Setting Workshops – May 17 and June 27
- DDA Budget Workshop – Aug. 1
- DDA Budget Approval – Aug. 13
- Budget Hearing Sept. 6
- Final Adoption of the Millage - September 25, 2018

DDA Budget Summary

Revenues:

Ad Valorem Tax Revenue

FY17/18

\$934,584

FY18/19

\$1,039,547

Sponsorship/Misc. Revenue

\$ 32,000

\$ 45,025

Total Revenue:

\$966,584

\$1,084,572

Proposed Expenditures:

Position Marketing

\$279,750

\$ 316,498

Economic Vitality

\$109,000

\$ 41,498

PlaceMaking

\$239,000

\$ 299,257

District Funding

\$10,000

\$ 10,000

Organizational

\$324,160

\$ 415,751

Total Expenses

\$961,910

\$1,080,005

LIVE IT UP

Position Marketing

POSITION MARKETING = \$316,498

1. YEAR ROUND - Events and Programing

- (First Friday Art Walk, Delray Beach Fashion Week, Savor the Avenue, Shop Small, Orchid Giveaway, Restaurant Week, Downtown Goes Pink & NEW EVENT IMPLEMENTATION)

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

3. Airport 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 st -7 th	Feb 1 st	168 per screen



Events & Programming

- **Downtown Goes Pink – October 2018**
 - Participants: **100+** Downtown businesses & Residents
 - Charity – Susan G. Komen
- **Small Business Saturday – November 2018**
 - Participants: **100+** Downtown SMALL businesses
 - Experiential retail; Supporting local economy
- **Holiday Activities & Window Décor Contest – December 2018**
 - Participants: **70+** Downtown businesses -ALL
 - Fun for Everyone – Business engagement
 - DECORATE THE ENTIRE DOWNTOWN
- **Delray Beach Fashion Week – January 23-27, 2019**
 - Participants: **70** Downtown businesses & over 5000 attendees
 - Raised over \$145k for Charity Partners
- **Savor the Avenue – March 25, 2019**
 - Participants: **18-20** & 1100 attendees
 - Charity Partner – \$50,000 over 10 years



Events & Programming Continued...

- **Mother's Day Orchid Giveaway – May 1-13, 2019**
 - Participants: **100+** Downtown businesses
 - Business mix: retail, beauty & wellness, art & culture
- **Frog Alley Caribbean Festival – May 18, 2019**
 - Participants: The SET District – Partnership with the SET Branding Committee
 - Neighborhood Engagement Program and Event
- **Dine Out Downtown Delray – Restaurant Week – Aug.1-7**
 - Participants: **40** 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! – Reinvigorate the famed program to showcase Downtown!**
 - Pineapple Grove Arts District Event – New Program
 - Participants: **150** Downtown businesses
 - Business mix: retail, art & culture, beauty & wellness, Community



ECONOMIC VITALITY –\$41,498

- 1. Neighborhood Development – The SET/PGAD/Beachside**
 - Activate space; Brand implementation
 - Set Transformation Plan support – Team of Teams
- 2. Downtown Delray Beach Retail Market Analysis and Downtown Shopability Study Completed now Implementation**
(Policy/Ordinances – National Chain, Signage, LDR's)
- 3. Visitor Information Center Activation**
- 4. Brand the Downtown – Revitalize “Village by the Sea”**
- 5. Business Onboarding and Advocacy & Recruitment Programs**
- 6. Promote Progress and New Development – New Construction and Grand Openings – Jan, Feb, March 2019**
- 7. Business Retention and Research & Data Collection – Ped Counts**



PLACEMAKING –\$296,257



1. Downtown Safety Ambassador Program

- Year Round Program

2. Downtown Parking Management & Mobility

- Parking Utilization & Capacity Study
- Parking Garage Enhancements
- Parklets
- Transportation Services

3. Downtown Signage & WAY-FINDING

- Lead Design and Implementation with City/CRA
- Livability and Placemaking Team

PLACEMAKING – Continued



4. Street Pole Banner Program

- Update/Replace Pineapple Grove Banners
- Replacement SET and July 4th Banners

5. Downtown Lighting Program and Holiday Lighting Downtown

6. Downtown Beautification – Potted Plant Program – Shopability Study

7. Construction in Downtown Management & Messaging

CONNECT – \$414,751

Initiatives:

- Team Enhancements
- Operational Expenses
 - (Training/Services)
 - 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

MISSION

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- **Tentative Tax Levy 1.0000 mil approved July 10, 2018**
- **DDA Board Approved Budget Aug. 13, 2018**
- **The DDA Board is recommending approval**
- **Final Adoption of the Millage– September 25, 2018**