

DELRAY BEACH DDA

FY19/20 MILLAGE LEVY

PRESENTED BY:



DDA MILLAGE LEVY

- **Per the State Statute House Bill 299**, the DDA board is required to set the millage rate for the DDA district annually. *Section 8. LEVY OF AD VALOREM TAX.—For the fiscal year of the Authority an ad valorem tax is levied annually for the purpose of financing the operation of the Authority.* **DDA Board of Directors unanimously voted June 10, 2019 to continue to assess the 1Mil**
- The assessed valuation on all taxable property for operating purposes within the Downtown Development Authority Taxing District of the City of Delray Beach is **\$1,157,124,508, 6.70% increase over FY18/19**. This equates to the following: \$1,099,268 for the FY19/20 budget amount which is an addition of \$59,721 of revenue over FY18/19.
- Final Adoption of the Millage & Budget Hearing - September 2019

MISSION:

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

FY18/19 DDA HIGHLIGHTS

YEAR TO DATE - HIGHLIGHTS

✓ PLACEMAKING:

- ✓ DOWNTOWN SAFETY AMBASSADOR PROGRAM – FULL SWING
- ✓ PINEAPPLE GROVE ACTIVATION INVESTMENT - CAFÉ LIGHTING & PG BANNERS
- ✓ HOLIDAY LIGHTING UPGRADES – TROPICAL HOLIDAY
- ✓ PARKING MANAGEMENT AND PAID PARKING PROGRAM
- ✓ DOWNTOWN CONSTRUCTION/DEVELOPMENT
- ✓ CLEAN AND SAFE PARTNERSHIP – PLACEMANAGEMENT

✓ ECONOMIC VITALITY

- ✓ SHOPABILITY IMPLEMENTATION – CITY/DDA/CRA COLLABORATION
- ✓ VISITOR INFORMATION CENTER OPERATION AND ENGAGEMENT
- ✓ NIGHTTIME ECONOMY ADVOCACY AND PLANNING

✓ POSITION MARKETING

- ✓ ROBUST MARKETING AND ADVERTISING
- ✓ TOURISM PARTNER ENHANCEMENTS
- ✓ SOLICITING, HOSTING, ENGAGING, AND EDUCATING TRAVEL WRITERS, BLOGGERS, AND INFLUENCERS
- ✓ PR INCREASE IN ENGAGEMENT WITH MEDIA & TRAVEL MEDIA
- ✓ NEW VIDEO DEVELOPMENT – HOTEL VIDEO, PINEAPPLE GROVE NEIGHBORHOOD & EVENT VIDEOS
- ✓ BRAND USA VIDEO
- ✓ YEAR ROUND PROGRAMS & EVENTS –
 - ✓ ENHANCED ART WALK PROGRAM, BEACHSIDE STROLL, PINEAPPLE GROVE ART & MUSIC FEST AND FROG ALLEY CARIBBEAN FEST



FY19/20 PRIORITIES

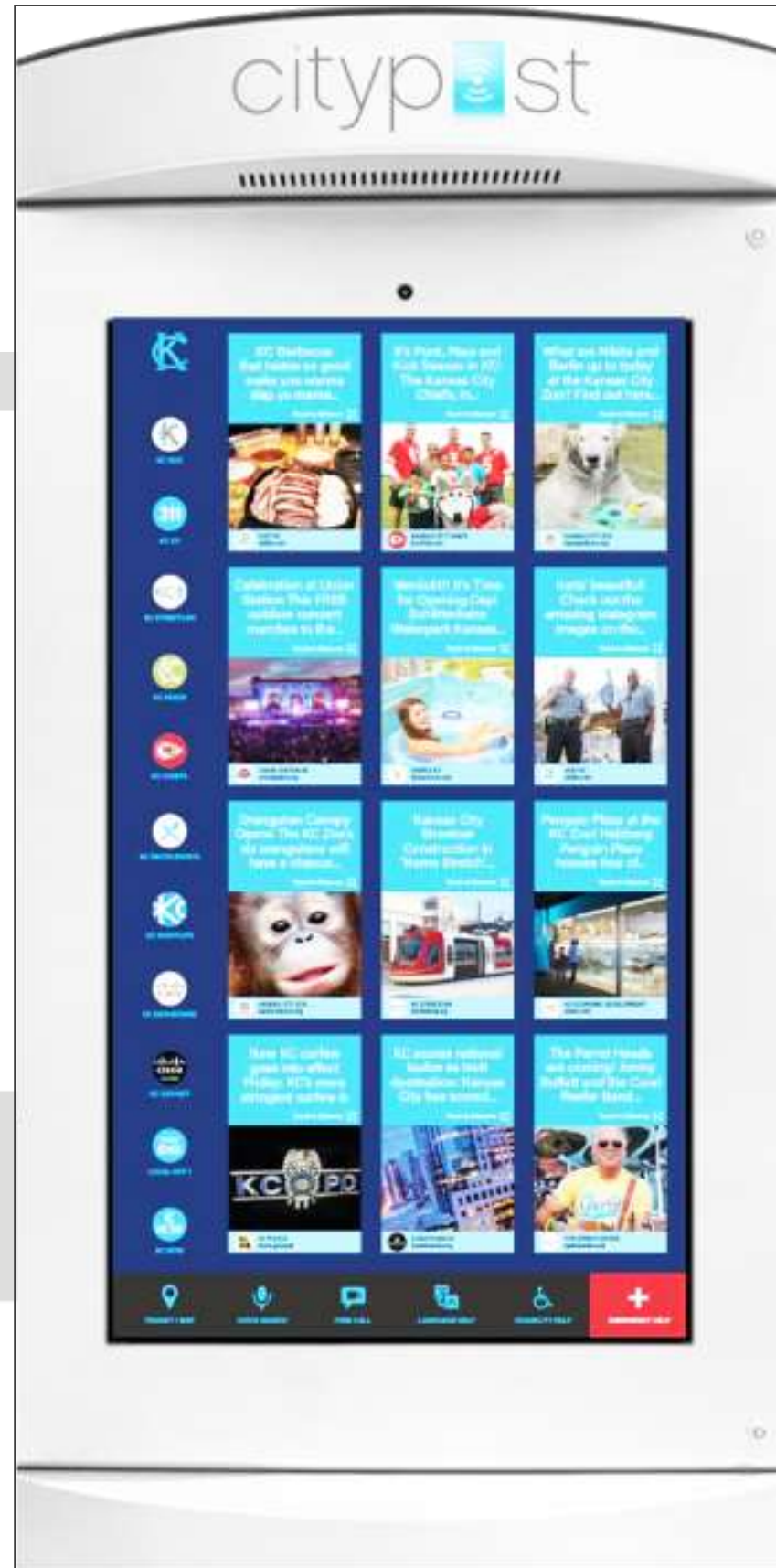
DELRAY BEACH DDA



CONNECT/OPERATIONS

DDA FY19/20 PRIORITIES

- Strengthening the Culture
- DDA Office Center expansion
- Succession Planning
- Strategic Planning 2025
- DDA 50th Anniversary 2021
- Enhancing Strategic Partnerships
- IDA Board and Leadership training



PLACEMAKING

DDA FY19/20 PRIORITIES:

- Downtown Safety Ambassador program
- Parking & Mobility
- Placebranding: Experiences & Activation
- District Beautification
- Ambiance of Downtown – lighting and banner management
- Signage – Wayfinding
 - Digital Kiosks
- Construction/Development in Downtown

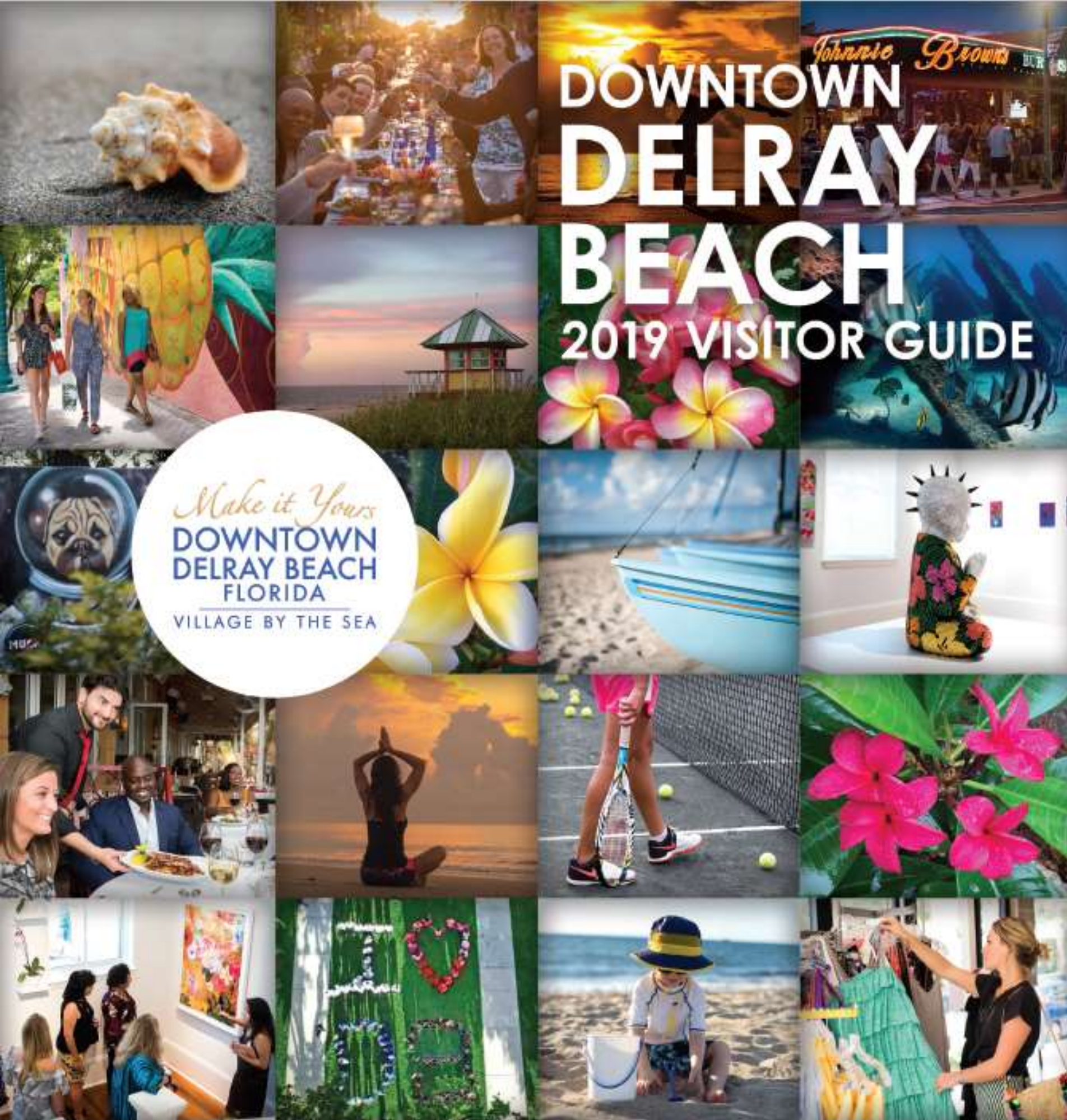




ECONOMIC VITALITY

DDA FY19/20 PRIORITIES:

- Partner to drive development west Atlantic Corridor
- Business retention and attraction programs
- Visitor information center activation enhancements
- Legacy Business program
- Nighttime Economy
- Business development & Advisory Committees
- Historic Preservation



POSITION MARKETING DDA FY19/20 PRIORITIES

- Lead the Tourism MARKETING & ADVERTISING PLAN to promote the destination as a place to live, visit and invest.
 - Strategic Tourism Marketing Plan
- Programs & Events – enhance and strengthen engagement of Signature Events
- Expand the reach through Tourism Partners
- PR Outreach: Generating Public Relations (“PR”) in local, regional, state, national. and international publications.

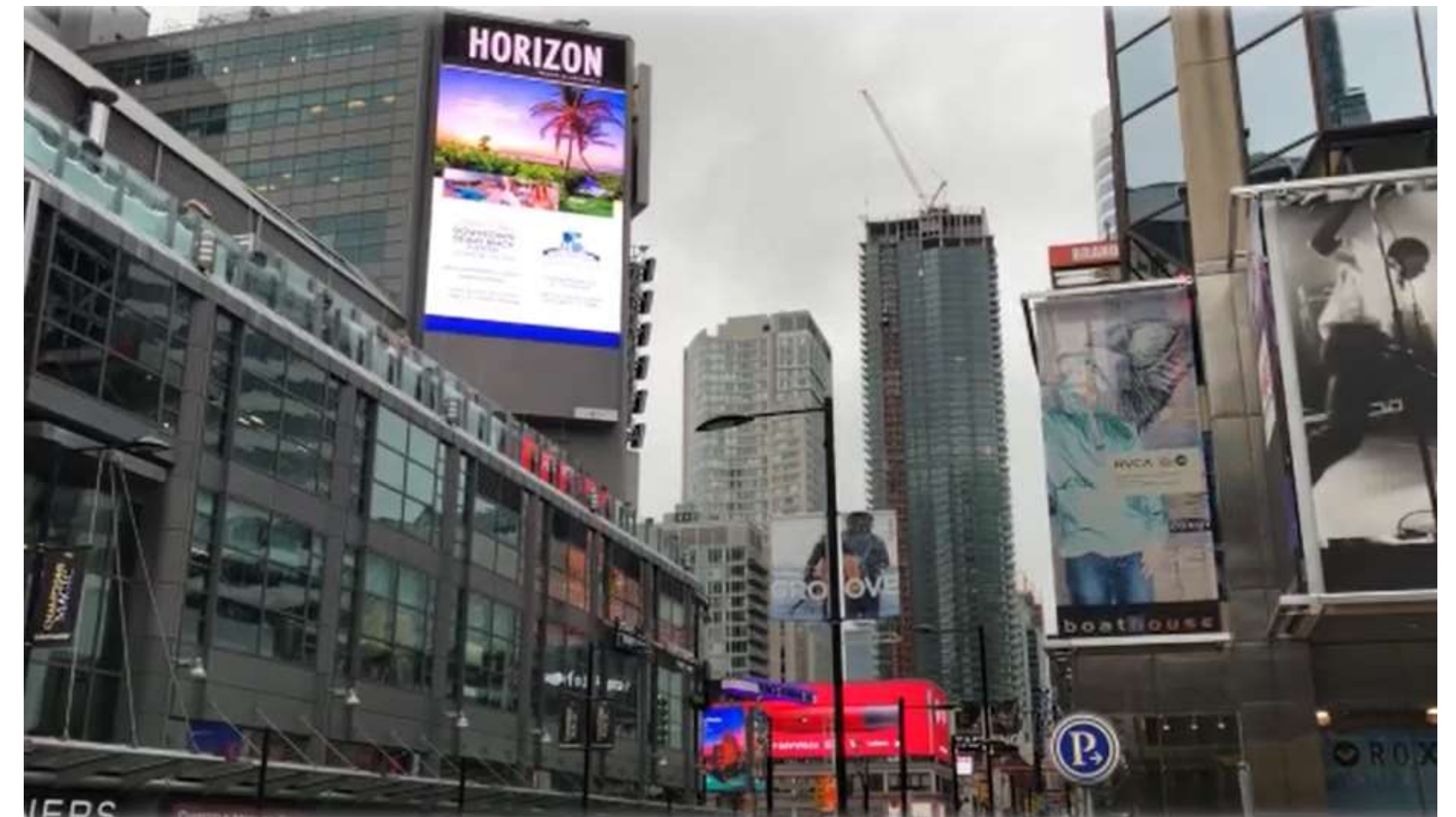
THE REACH MARKETING EFFORTS – MILLIONS OF IMPRESSIONS

• WEBSITE PAGEVIEWS	934,832 annually
• SOCIAL MEDIA AUDIENCES	82,780 +followers
• HORIZON DIGITAL IMPESSIONS (NY Toronto)	103,000 spots
• SOCIAL MEDIA AD IMPRESSIONS	3.2 million
• PAID VIDEO AD IMPRESSIONS	.5 million
• TELEVISION IMPRESSIONS	2.0 million
• PRINT AD IMPRESSIONS	22.0 million
• LEADS FROM DMOS/Visit Florida	5,000 annually
• PR PLACEMENT	756 unique media placements print, online, tv, social
• HOSTED UK TRAVEL WRITERS PR REACH	1.3 million printed circulation reach 140 million online users annually
• HOSTED CANADIAN SOCIAL INFLUENCER:	1.1 million annual pageviews on website 600,000 followers 300,000 newsletter subscribers



AIRPORT PLACEMENT

- Ft Lauderdale Terminal 1
- PBI Digital Signage thru Oct. 2019



DIGITAL BILLBOARDS:

- TORONTO FINANCIAL DISTRICT
- NY TIME SQUARE



DDA PROGRAMS & EVENTS:

- First Friday Art Walk
- Small Business Saturday
- Holiday's Downtown & Beachside Stroll
- Delray Beach Fashion Week
- Savor the Avenue
- Pineapple Grove Art & Music Fest
- Mother's Day Orchid Giveaway
- Frog Alley Caribbean Festival
- Dine Out Downtown Delray – Restaurant Week

DDA MILLAGE LEVY

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Recommendation:

- The DDA is recommending acceptance of the 2019/20 proposed millage rate of 1.0000. Final Adoption of the Millage - September 2019

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