

DOWNTOWN DEVELOPMENT AUTHORITY DRAFT BUDGET PROPSAL
FINANCIAL YEAR 2019-2020
Top Line Report

Updated 8/16/2019				
	Approved Budget 2018_19	Approved Amended Budget 2018_19	Proposed Budget 2019_20	NOTES
Revenues:				
AD VALOREM TAXES & INTR.	1,039,547	1,039,547	1,100,611	(n) Estimates: 1,158,537,691 x Mill 1/1000 at 95% = 1,100,611 Allot for committed funds only Guidebook ad sales and Howard Alan Events
SPONSORSHIP RAISED	45,025	97,520	41,000	
Total Revenues	1,084,572	1,137,067	1,141,611	
Expenditures				
DEVELOPMENT DDA DISTRICT ECONOMY				
TOTAL MARKETING DDA DISTRICT	316,499	387,864	292,500	Contiued investment into Tourism Marketing, Programs & Events; Evaluated the ROI on the programs and advertising to provide areas of better return and ways to adjust the budget (95K Reduction mostly in the events and programing)
ECONOMIC VITALITY / DEVELOPMENT	41,498	24,412	31,500	Proposed investment into enhanced Business Attraction/Recruitment programs and Business Development; continued investment into Data collection
PLACEMAKING/CLEAN AND SAFE	296,257	291,902	302,412	Placebranding initiatives and management; Downtown Safety Ambassador percentage increase;
DDA DISTRICT FUNDING	10,000	5,000	0	Program Under Review; Propose to reallocate funding to the Marketing Programs
TOTAL BUSINESS DEVELOPMENT	664,254	709,179	626,412	
Payroll Expenses	312,499	315,197	334,536	Performance increases; insurance increase Increase in insurance, contract employee Additional operational support during medical leave; and dues and subscriptions(increase partnership with Discover the Palm Beaches)
Operational Expenses	57,289	53,947	79,310	
Office Expenses	45,963	47,262	96,376	Increase Office HQ expenses due to acquisition of property
Capital Expenditure	0	3,500	3,800	Office Equipment
Total Office/Administrative	415,751	419,906	514,022	
Total Revenues	1,084,572	1,137,067	1,141,611	
Less Total Expenses	1,080,005	1,129,085	1,140,434	
Funds Allocated Brought Forward from Previous Finacial Year	0	0	0	
Net Income for year	4,567	7,982	1,177	
Raised Revenues - Private				
SPONSORSHIP RAISED	45,025	97,520	41,000	
IN KIND REVENUES	0	68,201	0	
Total Raised Revenues	45,025	165,721	41,000	