

DDA FY20_21 BUDGET DRAFT - SUMMARY PAGE A

Updated 08/20/20 10pm		2	3	4
A		Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21
Revenue & Expenses				
REVENUES				
AD VALOREM TAXES & INTR.				
1	Ad Valorem Taxes	1,099,268	1,099,268	1,228,708
2	Interest earned	230	1,363	1,400
3	AD VALOREM TAXES & INTR.	1,099,498	1,100,631	1,230,108
SPONSORSHIP RAISED				
4	Sponsorship Income - Marketing	0	27,975	0
5	Miscellaneous Income	0	3,225	0
6	Downtown Guide Book Income	26,000	16,150	0
7	Howard Alan Events	15,000	15,000	0
8	SPONSORSHIP RAISED	41,000	62,350	0
Provision of Uncollectible Receivable				
9	TOTAL REVENUES	1,140,498	1,162,981	1,230,108
Expenditures				
DEVELOPMENT DDA DISTRICT ECONOMY				
MARKETING DDA DISTRICT TOTAL				
10	Downtown Guide Book	24,000	24,372	18,000
11	Visitor Info. Centre Operations Costs	0	0	
12	Visit Florida Welcome Centers	1,500	457	500
13	Website Design & Update	12,000	12,000	15,000
14	Public Relations & Communication	35,000	38,000	35,000
15	Digital Signage & Misc Advertising	20,000	22,000	25,000
16	DDA Program Marketing Totals	200,000	220,500	204,000
17	TOTAL MARKETING DDA DISTRICT	292,500	317,330	297,500
18	ECONOMIC VITALITY / DEVELOPMENT	31,500	25,123	39,000
19	PLACEMAKING/CLEAN AND SAFE	302,412	298,000	338,120
20	TOTAL DEVELOPMENT DDA DISTRICT ECONOMY	626,412	640,453	674,620
DDA DISTRICT Grants				
21	Pineapple Grove - District funding	0	0	
22	West Atlantic/The SET	0	0	
23	COVID-19 Reopening Assistant Grant		30,000	0
24	TOTAL DDA DISTRICT GRANTS	0	30,000	0
25	TOTAL BUSINESS DEVELOPMENT	626,412	670,453	674,620
Expenditures Office/Administrative				
26	DDA Payroll	265,575	253,148	287,692

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A		Approved	Approved	
Revenue & Expenses		Budget	Amended	Proposed
		2019_20	Budget	Budget 2020_21
27	P/R Taxes,SUTA,FUTA	21,261	19,956	22,161
28	Health Insurance	31,000	24,611	30,708
29	Worker's Comp, Ins	2,100	1,528	2,100
30	Retirement	14,600	11,359	21,820
31	Payroll Expenses	334,536	310,602	364,481
32	Independent Contractor	12,960	25,670	22,000
33	External Audit Fees	10,000	10,500	10,500
34	Bookkeeping & Payroll Svcs	7,810	8,639	7,024
35	Dues, Subscriptions	4,500	4,520	4,520
36	Board Liability Ins + Office Contents	14,800	8,353	8,400
37	Property Appraiser Fee	7,740	7,914	7,856
38	Meetings, Conferences, Training	15,000	15,217	15,300
39	Legal Fees	6,500	8,500	6,500
40	Operational Expenses	79,310	89,313	82,100
41	Car allowance	3,000	3,000	3,000
42	Phones	3,120	3,510	3,640
43	Office Supplies & repairs etc	14,000	25,000	22,976
44	Postages & Printing	500	4,155	1,500
45	Office rental	75,756	48,922	70,700
46	Office Expenses	96,376	84,588	101,816
47	Capital Expenditure	3,800	15,000	
48	Total Office/Administrative	514,022	499,503	548,397
49	Total Revenues	1,140,498	1,162,981	1,230,108
50	Less Total Expenses	1,140,434	1,169,956	1,223,017
51	Less Bad Debt			
52	Funds Allocated Brought Forward from Previous Financial Year			
53	Net Income for year	64	(6,975)	7,091
54	Net income without COVID-19 reopening Assistant Grant		23,025	
55	In Kind Revenues			

NOTES
Based on 1,293,377,090 *1/1000*95%
<p>Determining plan for guide and ad Sales</p> <p>to be determined - not sure if HA will have shows</p>
<p>Guidebook or map collateral</p> <p>Rental space for brochures - Road Trip Travel</p> <p>Website upgrades and functionality changes</p> <p>PR and Media development</p> <p>Includes FLL Airport, Digital Billboards, Photography, Digital Ads</p> <p>Total from Page "B"</p> <p>Amount and program to be determined</p>
Based on 4 % Increases (Exec Oct 2020, rest Feb 2021) + Salary adjustments

NOTES
Based on 4 % Increases (Exec Oct 2020, rest Feb 2021)
Based on 4 % Increases (Exec Oct 2020, rest Feb 2021) & HP Dec 2020, MG Jul 2021
O.supplies 12,420 & IT 533*12 & O.Clean 80*52

Updated 08/20/20 10pm

2

3

4

B**MARKETING DDA DISTRICT TOTAL**Approved
Budget
2019_20Approved
Amended
Budget
2019_20Proposed
Budget
2020_21

NOTES

**DDA BUSINESS PROGRAM MARKETING
CREATIVE & BROCHURE PRINTING**

1 All Creative

25,000

33,000

30000

2 Printing - Brochure

4,000

4,200

4000

3 **TOTAL CREATIVE & BROCHURE PRINTING****29,000****37,200****34,000**4 **LOCAL PRINT ADVERTISING**

5 Newspapers

3,500

1,900

2000

6 **TOTAL LOCAL PRINT ADVERTISING****3,500****1,900****2,000**7 **INTERNET ADVERTISING**

8 Social Media & Online advertising

36,000

37,000

36000

9 **TOTAL INTERNET ADVERTISING****36,000****37,000****36,000**10 **MEDIA ADVERTISING**

11 TV Commercial advertising

12,000

13,000

8000

12 Video Production

12,000

12,000

15000

13 **TOTAL MEDIA ADVERTISING****24,000****25,000****23,000**14 **TOTAL MONTHLY CAMPAIGN****92,500****101,100****95,000**15 **LOCAL/REGIONAL/NTL PUBLICATIONS**

16 Delray Beach Magazine

0

0

0

17 Boca Magazine

2,000

2,000

0

18 Other Publications

3,500

3,000

3000

Horizon Travel Magazine - Wallstreet

19 Journal & Canadian Edition

5,000

4,400

4000

Vistit Florida Annual Trav.

20 Magazine/Coop

0

0

4000

21 **TOTAL LOCAL/REGIONAL/NTL
PUBLICATIONS****10,500****9,400****11,000**22 **DOWNTOWN PROGRAMS and EVENTS****96,000****110,000****98,000**

23 Marketing Expense Miscellaneous

1,000

0

24 **DDA Program Marketing Totals****200,000****220,500****204,000**25 **LESS EXPS - SPONSOR TO BE RAISED**

41,000

62,350

0

26 **TOT MARKETING DDA DISTRICT
EXPENSES BUDGET****241,000****282,850****204,000**Logistics costs for events,
programs, activations

ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT
FISCAL YEARY 2020_2021 BUDGET

	Updated 08/20/20 10pm	2	3	4	
	C ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21	NOTES
	DETAIL ITEMS				
1	Downtown Connection Newsletter	0			
2	Annual Report	4,000	4,128	3000	
3	Email Messaging (B2B)	5,000	5,000	4000	
4	Economic Development Brochure	0	495	2000	Business Recruitment
5	Pedestrian Count, Employee Counts, Nighttime Economy impact	3,000	0		
6	Research/Shop Ability Implementation - Short, Medium, Long Term recommendations	12,000	8,000	23000	Potted Plant and Vacancy Program (coverings and activations)
7	Visitor Information Center	7,500	7,500	7000	
	TOTAL ECONOMIC VITALITY	31,500	25,123	39,000	

PLACEMAKING CLEAN AND SAFE
FISCAL YEAR 2019_2020

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	D PLACEMAKING FY17/18 BUDGET	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed Budget 2020_21	NOTES
	DETAIL ITEMS				
1	Banner Management	15,556	15,556	20,560	Management and new downtown banners
2	Decorative Lighting Annual program	18,556	18,556	35,560	Management and new rope lighting for W. Atlantic Ave and Beachside
3	Holiday Lighting	46,500	46,688	36,000	Reduction in the Christmas Holiday displays and areas of lighting
4	Downtown Safety Ambassador Program	210,500	205,000	210,000	golf cart for team (split with PSC)
5	Downtown Parking	800	0		
6	Signage and Kiosks	1,500	3,200	0	
7	Downtown Beautification - Parklets/ Amenities/Public Art	9,000	9,000	36,000	Public Art installations, Parklet or Pop up Patio amenities
	TOTAL PLACEMAKING	302,412	298,000	338,120	