

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

DDA FY20_21 BUDGET DRAFT - SUMMARY PAGE A

Updated 08/20/20 10pm			
A	2	3	4
Revenue & Expenses	Approved Budget 2019_20	Approved Amended Budget 2019_20	Proposed 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
Net income without COVID-19 reopening			
54 Assistant Grant		23,025	
55 In Kind Revenues			

NOTES
Based on 1,293,377,090 *1/1000*95%
Determining plan for guide and ad Sales to be determined - not sure if HA will have shows
<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	Approved Budget	Approved Amended Budget	Proposed Budget	
MARKETING DDA DISTRICT TOTAL	2019_20	2019_20	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	Travel publications
19 Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	5,000	4,400	4000	
20 Vistit Florida Annual Trav. 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	Logistics costs for events, programs, activations
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	

**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**

	Updated 08/20/20 10pm	2	3	4	
	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	