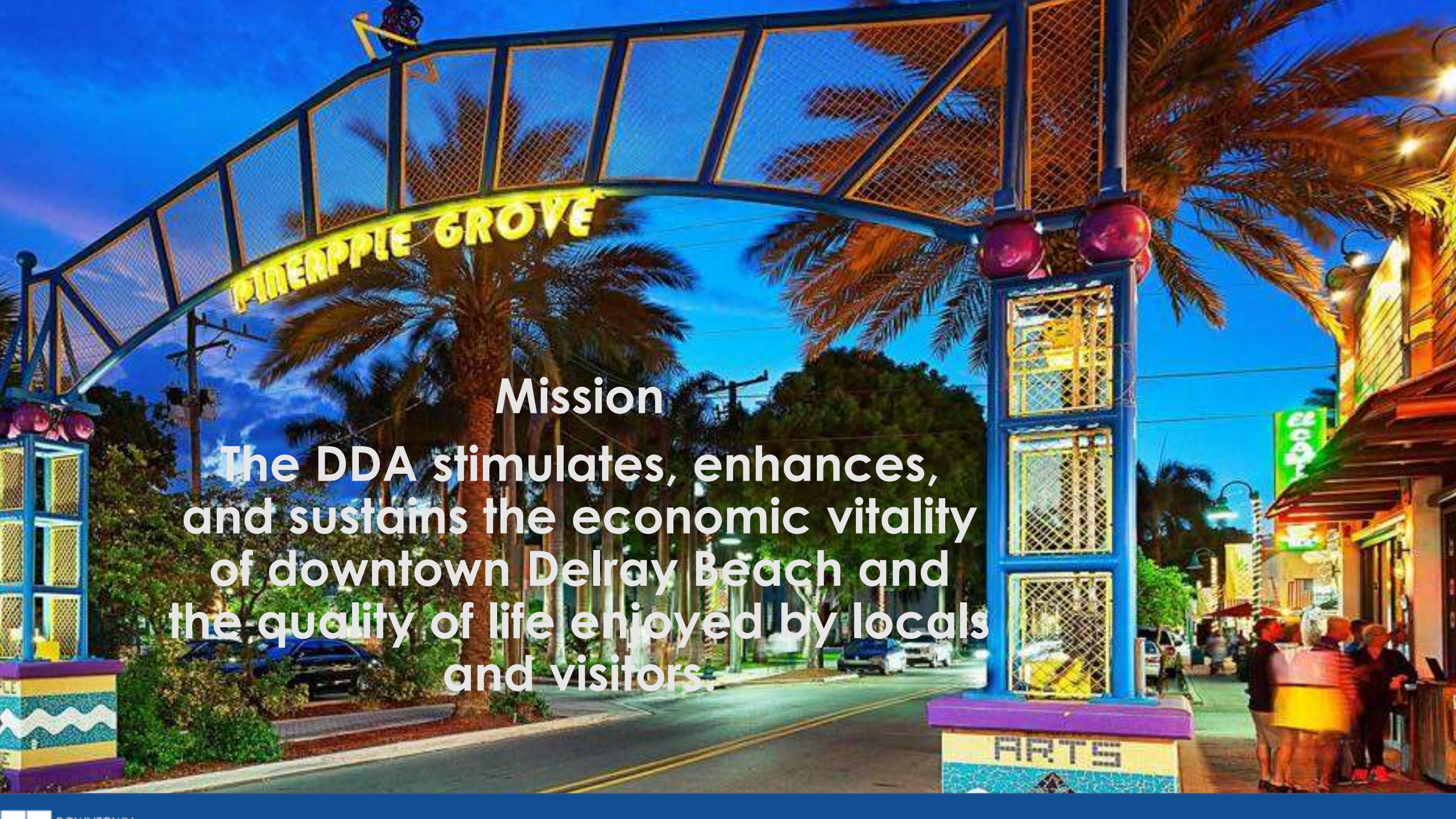




# FY20-21 DDA BUDGET PRESENTATION Sept. 10, 2020

DELRAY BEACH DOWNTOWN  
DEVELOPMENT AUTHORITY





## Mission

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



# FY20/21 Budget Overview

## Revenues:

	Amended FY19/20	PROPOSED FY/20/21
Ad Valorem Tax Revenue +interest	\$1,099,268	\$1,228,708
Sponsorship/Misc. Revenue (Sponsorship will not be accounted for but will be pursued)	\$ 62,350	\$ 0
<b>Total Revenue:</b>	<b>\$1,162,981</b>	<b>\$1,228,708</b>

## Proposed Expenditures:

Marketing the District	\$ 317,330	\$ 297,500
Economic Vitality	\$ 25,123	\$ 39,000
Place Making	\$ 298,000	\$ 338,120
District Grants	\$ 30,000	\$ 0
Connect/Organizational	\$ 499,503	\$ 548,397
<b>Total Expenses</b>	<b>\$1,169,956</b>	<b>\$1,223,017</b>

# POSITION MARKETING – Funding: \$297,500

- **GOAL: Create a positive image that highlights the downtown's unique assets.**
- Rebound marketing & advertising both **short term and long term for Delray Beach**
  - Lead the Tourism Marketing and Rebound marketing for the city
  - Continue with strong marketing outlets based on the data
  - Safety Messaging – consumer confidence
  - Showcase the local authentic vibe – integrate into the PR and Marketing messaging
  - Continue to invest in the assets and programs available to the Downtown Constituents – website, digital signage, social media and coop programing/advertising
  - Create smaller experiences/activations verses large scale events spread throughout the district
  - 50<sup>th</sup> Anniversary Marketing of the DDA
  - Programing and activations which are business and consumer friendly
  - Engagement of Downtown Residents





## TV – NETWORK AND CABLE

- :30 commercial spots to run locally and regionally

## ONLINE/DIGITAL MARKETING

- Digital Advertising
- Online banner ads
- Video ads (Youtube, Hulu ads)
- Digital signage through travel networks
- VISITFLORIDA – coop Fall

## VIDEO:

- Authentically Local Videos highlighting the locals of Delray Beach
- TV Commercial selling the destination

## SOCIAL MEDIA ADS

- Facebook/Instagram
- Youtube Ads
- EXPEDIA OR TRIPADVISOR ADS

## E-BLASTS

- B2C e-blasts
- VisitFlorida and Discover the Palm Beaches - COOP Fall

## BILLBOARD:

- FT. Lauderdale Airport
- Downtown Kiosks

## PRINT MESSAGING

- Travel Magazine
- Posters & Flyers – Events
- Travel Guide 2020 mailing

Driving to the [DowntownDelrayBeach.com](http://DowntownDelrayBeach.com)



**DELRAY BEACH** is a different kind of destination, an open-air, resort-like experience in a breathtaking setting surrounded by an abundance of culture and art, fun things to do for every age, eclectic dining, boutique shops and miles of award-winning beaches.

We've got a little sun for everyone and if you're ready to move from pause to play, we invite you to join us and explore our local hospitality and vibrant village by-the-sea charm.

**DELRAY BEACH  
FLORIDA**

*Authentically vibrant... Always a village*  
**VILLAGE BY THE SEA**

#DelrayBeach DowntownDelrayBeach.com





# EVENTS AND ACTIVATIONS

## Rebound and Restyled Events

- Smaller scale events and programs
- Open environment
- Inclusive of Delray Beach local businesses
- Music and Art activations
- Ticketed events to monitor the attendance
- Closed street on off peak times
- Rotate throughout the Downtown
- Showcase the local vibe
- Create FUN with regular promotion opportunities for businesses

# ECONOMIC VITALITY – Funding = \$39,000

**GOAL: Create a supportive business environment and harness local economic opportunity.**

1. Fostering and strengthening relationships with property owners both commercial and residential
2. West Atlantic Development and community collaboration - Partnering with property owners and organizations to drive West Atlantic economic development
3. Vacant space plan & Potted Plant program – Window coverings and storefront activations Potted Plant Program: implementation and maintenance
4. Evolve and Strengthen the Downtown Merchant, Restaurant and Business Coalition
5. Business Retention and Attraction Programs - work collaboratively with the CRA and City
6. Create the groups for task force and subcommittees led by the board
7. Visitor Information Center – Invest in data collection and enhancing hospitality engagement
8. Legacy Business Program
9. Advocacy and Recommendations on Development:
  - a. Architectural Guideline Review and Recommend
  - b. Promote Progress and Development – Business Development Messaging
  - c. Downtown Historic Preservation – Atlantic Avenue
10. Research & Data Collection Pedestrian counts; Employee counts; Nighttime Economic Impact
11. Team Delray (continued area of focus)





Storefront Activation – Vacant Windows

# PLACEMAKING –Funding: \$338,120

**GOAL: Foster a compelling destination by enhancing the physical elements of the downtown.**

1. Safety Ambassador program: continue to enhance program and utilize services more effectively
2. Place Making amenities –decorative lighting, banners, construction fencing
  - a. Downtown Lighting Program and Holiday Lighting – funding contributions and management
    - Additional funding included for the replace the decorative lighting from I-95 to Swinton and From Federal Highway to A1A
    - Holiday Lighting – to be reduced this year to support year round lighting and activation
    - Street Pole Banner Program (Welcome Banners, July 4<sup>th</sup> new banners and PGAD Banners)
4. Art Installations: Murals, Temporary installations and activations driving economic impact
5. Parking and Mobility – support through partnerships and collaboration
6. Downtown Signage – wayfinding – Member of the steering committee; assist in planning and implementation
7. Construction in Downtown – Communications and Messaging – Human Resources













# CONNECT – FUNDING - \$548,397

**GOAL: Ensure that resources are available to implement the DDA's enhancement strategies.**

1. DDA 50<sup>th</sup> Anniversary – year long initiative highlighting the impact of the organization (costs associated within Marketing)
2. Succession planning; Internship development
3. DDA organizational review and adjustment of salaries
4. Updating the Strategic Plan 2025
5. Enhanced professional services and strategic partnerships





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