



TO: Mayor Petrolia and City Commissioners
FROM: Laura Simon, Exec. Director, Delray Beach Downtown Development Authority
DATE: August 30, 2021
RE: Fiscal Year 2021/2022 Budget Detail Review with Priorities
CC: DDA Financial Administrator, Board of Directors, J. Lege and City Manager Moore
ATTACHED DOC: Draft Budget Worksheet

Overview:

On June 14, the Downtown Development Authority Board of Directors set the tentative millage rate at 1 mil assessment to fulfill the TRIM notice. On July 13, the City Commission accepted DDA Millage tentative rate at the 1.0000 mills which equates to the following: \$1,242,688 for the FY21/22 budget amount which is \$8,521.00 of new revenue. The 1 mill is the maximum that the DDA can set based on the State Statute and is recommended to fulfill the Fiscal Year budget.

Based on the outcomes and discussion that the June Goal Setting Workshop and the July Budget Workshop, this memo outlines the DDA priorities along with the financials to support the operations and programs. As the board identified, the Downtown is the heart and soul of our City and the #1 attraction. As our Downtown continues to recover and the marketing messaging is launched, we need to ensure our plan of action is socially responsible, inviting, well-placed, and that we have the commitment and buy-in of our stakeholders – businesses, residents, and visitors. As we prepare the budget detail for the coming year, it is our goal is to continue to be transparent with the financial details as well as be inclusive of the DDA district constituents.

To assist in the budget process, this memo will provide an overview of the budget at the full millage assessment and detail sheets that are attached.

Revenues:	Amended FY20/21	PROPOSED DRAFT FY/21/22
Ad Valorem Tax Revenue +interest	\$1,234,167	\$1,242,688
**Sponsorship/Misc. Revenue	\$ 23,700	\$
Total Revenue:	\$1,257,867	\$1,242,688
Proposed Expenditures:		
Marketing the District	\$ 336,400	\$ 313,900
Economic Vitality	\$ 41,135	\$ 30,135
Place Making	\$ 346,930	\$ 329,000
District Grants	\$ 0	\$ 10,000
Connect/Organizational	\$ 529,120	\$ 554,131
Total Expenses	\$1,253,585	\$1,237,166

Background Budget Detail:

At the July 26 DDA Board Workshop, the following priorities per area of focus were identified. At the meeting the board reviewed and discussed priorities for the organization to focus on in the coming year as needs for Downtown. The DDA board strongly agreed to keep Marketing & Promotions a top funded priority along with the Placemaking area specifically the Downtown Safety Ambassador program. Based on the direction a proposed budget has been developed which will include estimated figures. Below are the priorities discussed for review and next steps as we align dollars to fund the initiatives.

****Sponsorship/Partnership Income:** this income is not guaranteed and is not included in the forecast projections.



MARKETING INITIATIVES

GOAL: Create a positive image that highlights the downtown's unique assets.

- Concentrated national Tourism Marketing plan – enhance coop
 - a. Lead the Tourism Marketing on behalf of and in partnership with the city & Chamber
- Continue to market and promote the downtown through local advertising and PR efforts
- Downtown Programs and Events (Savor, Fashion Week, Art Trail, Art Walk, Orchid Giveaway, Restaurant Month)
- Create new exceptional Downtown Experiences – Art and Jazz events; Love our Locals program
- Continue to invest in the assets and programs available to the Downtown Constituents – website, digital signage, social media and coop programming/advertising
- Enhance the DowntownDelrayBeach.com site
- Online Event Calendar
- Engagement of Downtown Residents
- Marketing/Economic Development: Downtown Merchant and Business owner guide
- Create coop advertising opportunities for businesses and partners

Budget Estimate: \$313,900

ECONOMIC VITALITY INITIATIVES

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

- West Atlantic Development and community collaboration - Partnering with property owners and organizations to drive West Atlantic economic development
- Fostering and strengthening relationships with Business and property owners
- Business retention and Attraction plan with Database and inventory management
- Reengage Gibbs Planning Group – Shopability implementation
- Preserve the character of the Downtown – historic overlay and architecture guideline review
- Vacant space plan – Window coverings and storefront activations, popups
- Visitor Information Center – Invest in data collection and enhancing hospitality engagement
- Legacy Business Program recognition
- Downtown Business Recruitment plan in partnership with the City
- Advocacy and Recommendations on Development:
 - Promote Progress and Development – Business Development Messaging
 - Downtown Historic Preservation – Atlantic Avenue
 - Architectural Guideline Review and Recommend
- Completion of 501c3 – Arts and Activation

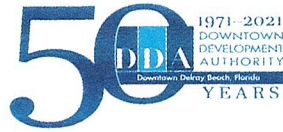
Budget Estimate: \$30,135

PLACEMAKING INITIATIVES:

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

- Safety Ambassador program: continue to enhance program by adding ambassador services and enlisting private sector support
- Place Making amenities – storefront activation, decorative lighting, banners, construction fencing; creating experiences to drive economic development in a new way for Downtown
- Downtown beautification program/Clean and Safe; Potted Plant Program: implementation and maintenance
- Parking Management – Employee parking program
- Place activation and art installations – creating experiences to drive economic development in a new way for Downtown – EAST OF THE BRIDGE
- Pedestrian Signage; Update Downtown merchant signage – A-Frames
- Mobility – Trolley and Freebee advocacy

BUDGET ESTIMATES: \$329,000



DISTRICT GRANT PROGRAMS:

- Art & Activation Grant Program: designed to provide partnerships with artists and organizations wanting to activate the Downtown through art and cultural programs. Grant application program with criteria to be reviewed and approved by the DDA board.

Budget Estimate: \$10,000

CONNECT:

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

- Succession planning and board recruitment
- Intern and Volunteer program enlisting event support
- Invest in team and talent retention
- Updating the Strategic Plan
- Enhanced organizations professional services and strategic partnerships

Budget estimate: \$554,131

The DDA is committed to providing a solid plan of excellence that will deliver amazing results for the Downtown community. The DDA will continue to partner closely with the City of Delray Beach and the Community Redevelopment Agency along with all the partner organizations to rebound and continue to raise Downtown Delray Beach to be the top destination for all to live, work and visit in our Village by the Sea.

**DDA PROPOSED BUDGET FISCAL
YEAR 2021_22 BUDGET
Top Line Report V5**

UPDATED 8.5.21			
	Final 2019_20	Amended Budget 2020_21	Proposed Budget 2021_22
REVENUES			
AD VALOREM TAXES & INTR.	1,118,193	1,234,167	1,242,688
SPONSORSHIP RAISED	67,350	23,700	0
TOTAL REVENUES	1,185,543	1,257,867	1,242,688
EXPENDITURE			
DEVELOPMENT DDA DISTRICT ECONOMY			
TOTAL MARKETING DDA DISTRICT	322,226	336,400	313,900
ECONOMIC VITALITY / DEVELOPMENT	20,130	41,135	30,135
PLACEMAKING/CLEAN AND SAFE	283,099	346,930	329,000
TOTAL DDA DISTRICT GRANTS	25,000	0	10,000
TOTAL BUSINESS DEVELOPMENT	650,455	724,465	683,035
Payroll Expenses	305,083	344,510	363,945
Operational Expenses	91,780	81,090	85,594
Office Expenses	82,319	103,520	104,592
Capital Expenditure	14,724	0	0
Total Office/Administrative	493,906	529,120	554,131
Total Revenues	1,185,543	1,257,867	1,242,688
Less Total Expenses	1,144,361	1,253,585	1,237,166
Funds Allocated Brought Forward from Previous Financial Year	0	0	0
Net Income for year	41,182	4,282	5,522
Raised Revenues - Private			
SPONSORSHIP RAISED	67,350	23,700	0
IN KIND REVENUES	0	0	0
Total Raised Revenues-Private	67,350	23,700	0

DDA FY21_22 BUDGET DRAFT - SUMMARY PAGE A

Updated 8/5/2021 2:46pm		1	2	3
A		Final	Amended	Proposed
Revenue & Expenses		2019_20	Budget	Budget
			2020_21	2021_22
REVENUES				
AD VALOREM TAXES & INTR.				
1 Ad Valorem Taxes	1,115,923	1,232,047	1,240,568	
2 Interest earned	2,270	2,120	2,120	
3 AD VALOREM TAXES & INTR.	1,118,193	1,234,167	1,242,688	
SPONSORSHIP RAISED				
4 Sponsorship Income - Marketing	30,475	20,700		
5 Miscellaneous Income	3,225	3,000		
6 Downtown Guide Book Income	18,650	0		
7 Howard Alan Events	15,000	0		
8 SPONSORSHIP RAISED	67,350	23,700	0	
Provision of Uncollectible Receivable		0		
9 TOTAL REVENUES	1,185,543	1,257,867	1,242,688	
EXPENDITURE				
DEVELOPMENT DDA DISTRICT ECONOMY				
MARKETING DDA DISTRICT TOTAL				
10 Downtown Guide Book	24,493	18,000	18,000	
11 Visitor Info. Centre Operations Costs	0	0		
12 Visit Florida Welcome Centers	457	500	400	
13 Website Design & Update	11,863	15,000	15,000	
14 Public Relations & Communication	45,750	40,000	40,000	
15 Digital Signage & Misc Advertising	20,549	30,000	20,000	
16 DDA Program Marketing Totals	219,114	232,900	220,500	
17 TOTAL MARKETING DDA DISTRICT	322,226	336,400	313,900	
18 ECONOMIC VITALITY / DEVELOPMENT	20,130	41,135	30,135	
19 PLACEMAKING/CLEAN AND SAFE	283,099	346,930	329,000	
TOTAL DEVELOPMENT DDA DISTRICT				
20 ECONOMY	625,455	724,465	673,035	
DDA DISTRICT Grants				
21 Pineapple Grove - District funding	0	0	0	
22 West Atlantic/The SET	0	0	0	
23 COVID-19 Reopening Assistant Grant	25,000	0	0	
24 TOTAL DDA DISTRICT GRANTS	25,000	0	10,000	
25 TOTAL BUSINESS DEVELOPMENT	650,455	724,465	683,035	
Expenditures				
Office/Administrative				
26 DDA Payroll	251,163	281,810	294,391	
27 P/R Taxes,SUTA,FUTA	19,489	22,000	23,466	
28 Health Insurance	21,644	28,100	33,588	
29 Worker's Comp, Ins	1,428	2,100	1,580	
30 Retirement	11,359	10,500	10,920	
31 Payroll Expenses	305,083	344,510	363,945	
32 Independent Contractor	25,267	22,200	22,000	
33 External Audit Fees	10,500	11,000	11,500	

DDA FY21_22 BUDGET DRAFT - SUMMARY PAGE A

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A		Final	Amended	Proposed
Revenue & Expenses		2019_20	Budget	Budget
			2020_21	2021_22
34	Bookkeeping & Payroll Svcs	7,456	7,210	10,854
35	Dues, Subscriptions	5,651	4,520	5,000
36	Board Liability Ins + Office Contents	8,353	8,640	8,640
37	Property Appraiser Fee	7,914	7,420	7,500
38	Meetings, Conferences, Training	14,850	13,600	13,600
39	Legal Fees	11,789	6,500	6,500
40	Operational Expenses	91,780	81,090	85,594
41	Car allowance	3,000	3,000	3,600
42	Phones	3,397	5,560	5,560
43	Office Supplies & repairs etc	29,015	22,700	21,000
44	Postages & Printing	3,822	1,560	1,600
45	Office rental	43,085	70,700	72,832
46	Office Expenses	82,319	103,520	104,592
47	Capital Expenditure	14,724	0	
48	Total Office/Administrative	493,906	529,120	554,131
49	Total Revenues	1,185,543	1,257,867	1,242,688
50	Less Total Expenses	1,144,361	1,253,585	1,237,166
51	Less Bad Debt	0	0	0
52	Funds Allocated Brought Forward from Previous Finacial Year	0	0	0
53	Net Income for year	41,182	4,282	5,522
	Net Income without COVID-19 Reopening			
54	Assistant Grant	66,182		
55	In Kind Revenues	0	0	0

MARKETING | ADVERTISING | EVENTS

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	B			
	MARKETING DDA DISTRICT TOTAL	Final 2019_20	Amended Budget 2020_21	Proposed Budget 2021_22
	DDA BUSINESS PROGRAM MARKETING			
	CREATIVE & BROCHURE PRINTING			
1	All Creative	37,201	41,300	38,000
2	Printing - Brochure	5,034	4,000	4,000
3	TOTAL CREATIVE & BROCHURE PRINTING	42,235	45,300	42,000
4	LOCAL PRINT ADVERTISING			
5	Newspapers	2,595	2,000	1,500
6	TOTAL LOCAL PRINT ADVERTISING	2,595	2,000	1,500
7	INTERNET ADVERTISING			
8	Social Media & Online advertising	27,112	36,000	36,000
9	TOTAL INTERNET ADVERTISING	27,112	36,000	36,000
10	MEDIA ADVERTISING			
11	TV Commercial advertising	8,361	8,000	6,000
12	Video Production	11,875	15,000	9,000
13	TOTAL MEDIA ADVERTISING	20,236	23,000	15,000
14	TOTAL MONTHLY CAMPAIGN	92,178	106,300	94,500
15	LOCAL/REGIONAL/NTL PUBLICATIONS			
16	Delray Beach Magazine	0	5,250	3,000
17	Boca Magazine	2,000	5,250	
18	Other Publications	1,505	9,100	6,000
19	Horizon Travel Magazine - Wallstreet Journal & Canadian Edition	4,400	0	
20	Visit Florida Annual Trav. Magazine/Coop	0	4,000	4,500
21	TOTAL LOCAL/REGIONAL/NTL PUBLICATIONS	7,905	23,600	13,500
22	DOWNTOWN PROGRAMS and EVENTS	119,031	103,000	112,500
23	Marketing Expense Miscellaneous	0	0	
24	DDA PROGRAM MARKETING TOTALS	219,114	232,900	220,500
25	LESS EXPS - SPONSOR TO BE RAISED	67,350	23,700	0
26	TOT MARKETING DDA DISTRICT EXPENSES BUDGET	286,464	256,600	220,500

**ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT
FISCAL YEAR 2021_2022 BUDGET**

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	C ECONOMIC VITALITY AND DOWNTOWN DEVELOPMENT	Final 2019_20	Amended Budget 2020_21	Proposed Budget 2021_22
	DETAIL ITEMS			
1	Downtown Connection Newsletter	0	0	
2	Annual Report	4,128	3,195	3,195
3	Email Messaging (B2B)	5,920	5,940	5,940
4	Economic Development Brochure	495	2,000	2,000
5	Pedestrian Count, Employee Counts, Nighttime Economy impact	0	0	
6	Research/Shop Ability: Implementation - Short, Medium, Long Term recommendations	1,485	23,000	12,000
7	Visitor Information Center	8,102	7,000	7,000
	TOTAL ECONOMIC VITALITY	20,130	41,135	30,135

**PLACEMAKING CLEAN AND SAFE
FISCAL YEARY 2021_2022 BUDGET**

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D	PLACEMAKING FY20/21 BUDGET	Final 2019_20	Amended Budget 2020_21	Proposed Budget 2021_22
	DETAIL ITEMS			
1	Banner Management	22,736	20,560	20,000
2	Decorative Lighting Annual program	13,920	43,570	43,000
3	Holiday Lighting	46,688	36,800	36,000
4	Downtown Safety Ambassador Program	194,863	210,000	225,000
5	Downtown Parking	0	0	0
6	Signage and Kiosks	3,339	0	0
7	Downtown Beautification - Murals/ Amenities/Public Art	1,553	36,000	5,000
	TOTAL PLACEMAKING	283,099	346,930	329,000