



**PROPOSED MILLAGE RATE AND TENTATIVE BUDGET PUBLIC HEARING**

**Downtown Development Authority  
Monday, September 14, 2020 5:05 PM**

**VIA ZOOM Webinar:**

**<https://us02web.zoom.us/j/85710429465>**

**Webinar ID: 857 1042 9465**

**Dial: +1 929 436 2866**

**CALL TO ORDER**

**Robert Sanders**

**PUBLIC HEARING FORMAT**

**Max Lohman**

**PRESENTATION**

- Proposed Millage Rate and Tentative Budget

**Raphael Clemente**

**PUBLIC COMMENTS AND QUESTIONS**

**NEW BUSINESS**

- Adoption of Proposed Millage Rate for Fiscal Year 2020-2021 **(Action Required)** **Robert Sanders**
- Adoption of Tentative Budget for Fiscal Year 2020-2021 **(Action Required)** **Robert Sanders**

**ANNOUNCEMENT OF FINAL PUBLIC HEARING**

Tuesday, September 22, 2020 at 5:05 p.m.

VIA ZOOM Webinar:

**<https://us02web.zoom.us/j/81788749960>**

Webinar ID: 817 8874 9960

Dial: +1 929 436 2866

**ADJOURNMENT**

**Robert Sanders**

# DDA BUDGET - FIRST PUBLIC HEARING

## SEPTEMBER 14, 2020

The DDA should conduct the first public hearing on the proposed millage rate and the tentative budget in the following manner:

1. After calling the first public hearing to order, the public hearing should be opened, and staff should make a presentation including the following items:
  - a. Announce that, in July, the DDA set the proposed millage rate at 2.0000 mils, which would result in a 104.69% increase in millage from the rolled back rate (0.9771) necessary to fund the budget.
  - b. Subsequent to that time, the DDA Board has continued to refine its budget, and staff is now proposing that the DDA set its millage rate at 1.0000 mil, which would result in a 2.34% increase in millage from the rolled back rate (0.9771) necessary to fund the budget.
  - c. Summary of tentative budget.
2. Any member of the public desiring to address the DDA on the proposed millage or the tentative budget should be given the opportunity to do so. The public is permitted to ask questions prior to the closing of the public portion of the hearing.
3. The DDA may amend the tentative budget and re-compute the proposed millage rate. If the millage rate is changed, there must be a public announcement of the percent, if any, by which the new millage rate exceeds the rolled-back rate.
4. The public portion of the hearing should be closed.
5. By motion, the DDA should adopt the proposed millage rate. **The motion should be "I move that the proposed millage rate for fiscal year 2020/2021 be set at 1.0000 mil".**
6. By motion, the DDA should adopt the tentative budget. **The motion should be "I move the adoption of the fiscal year 2020/2021 tentative budget" as presented.**
7. The time and place of the final public hearing should be announced - 5:05 P.M., Tuesday, September 22, 2020 via ZOOM Webinar: <https://us02web.zoom.us/j/81788749960>  
**Webinar ID: 817 8874 9960 Dial in: +1 929 436 2866**
8. By motion, the DDA should adjourn the public hearing and the meeting.

West Palm Beach Downtown Development Authority  
 FY 2020/2021 Proposed Budget  
 September 14, 2020  
 Exhibit A

		2020-2021 DDA	2020-2021 CRA	CRA/City Project Fund	CRA Carry Forward	DDA Carry Forward	Grand Total
4010	Tax Revenues	\$ 2,285,771	\$ -	\$ -	\$ -	\$ -	\$ 2,285,771
4020	TIF	(2,103,786)	0	0	0	0	(2,103,786)
4030	DDA/CRA Interlocal Agreement	51,600	4,389,557	0	0	0	4,441,157
4032	DDA/City Interlocal Agreement	(75,000)	0	0	0	0	(75,000)
4035	CRA Project Funding	0	0	385,000	0	0	385,000
4040	Marketing/Sponsors/Dues	0	0	0	0	0	0
4046	Reimbursements - Physical Environment	0	0	0	0	0	0
4047	Reimbursements - Business Development	0	0	0	0	0	0
4048	Reimbursements - Marketing & PR	0	0	0	0	0	0
4050	Interest - Seacoast Bank	100	0	0	0	0	100
4060	Rosemary Square MOU	0	0	0	0	0	0
4070	Grants	0	0	0	0	0	0
4071	Fees/Services	0	0	0	0	0	0
4072	Sponsorships	0	0	0	0	0	0
4080	Virgin Trains USA Ticket Sales	0	0	0	0	0	0
	Carryforwards	<u>0</u>	<u>0</u>	<u>0</u>	<u>1,727,500</u>	<u>380,000</u>	<u>2,107,500</u>
	<b>Total Revenue</b>	<b>\$ 158,685</b>	<b>\$ 4,389,557</b>	<b>\$ 385,000</b>	<b>\$ 1,727,500</b>	<b>\$ 380,000</b>	<b>\$ 7,040,742</b>

		2020-2021 DDA	2020-2021 CRA	CRA/City Project Fund	CRA Carry Forward	DDA Carry Forward	Grand Total
<b><u>Business Development</u></b>							
6140	Grand Openings/New Business Training	\$ -	\$ 18,000	\$ -	\$ -	\$ -	\$ 18,000
6195	Leasing/Brokers Meetings	0	26,000	0	0	0	26,000
6230	Business Training and Support	0	125,000	50,000	150,000	0	325,000
6230-01	Business Training and Support - 12x12	0	0	0	0	57,982	57,982
6240	Façade Improvement Programs	0	75,000	0	0	0	75,000
6320	Property & Business Incentives	0	150,000	0	300,000	0	450,000
6330	Business Partnerships	<u>0</u>	<u>55,000</u>	<u>0</u>	<u>28,000</u>	0	<u>83,000</u>
	<b>Totals</b>	<b>\$ -</b>	<b>\$ 449,000</b>	<b>\$ 50,000</b>	<b>\$ 478,000</b>	<b>\$ 57,982</b>	<b>\$ 1,034,982</b>

West Palm Beach Downtown Development Authority

FY 2020/2021 Proposed Budget

September 14, 2020

Exhibit A

<b>Public Realm Maintenance</b>		<b>2020-2021 DDA</b>	<b>2020-2021 CRA</b>	<b>CRA/City Project Fund</b>	<b>CRA Carry Forward</b>	<b>DDA Carry Forward</b>	<b>Grand TOTAL</b>
6220	Holiday Lights	\$ -	80,000	\$ -	45,000	\$ -	\$ 125,000
6236	Pressure Washing, Cleaning & Maintenance	0	\$ 300,000	\$ 25,000	25,000	0	350,000
6245	Signage and Pedestrian Wayfinding	0	0	0	50,000	0	50,000
6270	Landscape Maintenance	51,600	240,000	80,000	0	0	371,600
6280	Graffiti Removal	0	25,000	0	0	0	25,000
6290	Capital Projects	0	0	0	150,000	0	150,000
6295	Clean Team	0	90,000	0	7,000	0	97,000
<b>Totals</b>		<b>51,600</b>	<b>\$ 735,000</b>	<b>\$ 105,000</b>	<b>\$ 277,000</b>	<b>\$ -</b>	<b>\$ 1,168,600</b>

<b>Marketing /Public Relations</b>		<b>2020-2021 DDA</b>	<b>2020-2021 CRA</b>	<b>CRA/City Project Fund</b>	<b>CRA Carry Forward</b>	<b>DDA Carry Forward</b>	<b>Grand TOTAL</b>
6120	Advertising	\$ -	\$ 420,000	\$ -	\$ 210,000	\$ -	\$ 630,000
6122	PR/Marketing	0	185,000	0	0	0	185,000
6190	Retail Promotions	0	25,000	0	50,000	0	75,000
6210	Community and Cultural Promotions	0	69,000	55,000	76,000	0	200,000
6235	Value Added Events	0	127,000	0	60,000	0	187,000
7700	Marketing Programs, Equipment & Web	0	125,000	0	100,000	0	225,000
6300	Collateral Materials	0	75,000	0	45,000	45,000	165,000
<b>Totals</b>		<b>\$ -</b>	<b>\$ 1,026,000</b>	<b>\$ 55,000</b>	<b>\$ 541,000</b>	<b>\$ 45,000</b>	<b>\$ 1,667,000</b>

<b>Neighborhood Services</b>		<b>2020-2021 DDA</b>	<b>2020-2021 CRA</b>	<b>CRA/City Project Fund</b>	<b>CRA Carry Forward</b>	<b>DDA Carry Forward</b>	<b>Grand TOTAL</b>
6372	Residential Programming	11,000	20,000	0	0	0	31,000
6375	Community Engagement	0	30,000	0	0	0	30,000
7500	Transportation (Trolley)	0	432,332	175,000	75,000	0	682,332
7600	Security and Policing	0	450,369	0	115,000	0	565,369
7605	Public Space Programs	0	56,260	0	0	0	56,260
7610	Homeless Outreach	0	0	0	0	0	0
<b>Totals</b>		<b>\$ 11,000</b>	<b>\$ 988,961</b>	<b>\$ 175,000</b>	<b>\$ 190,000</b>	<b>\$ -</b>	<b>\$ 1,364,961</b>

West Palm Beach Downtown Development Authority

FY 2020/2021 Proposed Budget

September 14, 2020

Exhibit A

<b>General Office</b>		<b>2020-2021 DDA</b>	<b>2020-2021 CRA</b>	<b>CRA/City Project Fund</b>	<b>CRA Carry Forward</b>	<b>DDA Carry Forward</b>	<b>Grand TOTAL</b>
6010	General Office	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ 25,000
6040	Equipment, Computers & Programs	0	78,000	0	0	0	78,000
6030	General Postage	0	1,800		21,500	0	23,300
<b>Totals</b>		<b>\$ -</b>	<b>\$ 79,800</b>	<b>\$ -</b>	<b>\$ 46,500</b>	<b>\$ -</b>	<b>\$ 126,300</b>

<b>Operations</b>		<b>2020-2021 DDA</b>	<b>2020-2021 CRA</b>	<b>CRA/City Project Fund</b>	<b>CRA Carry Forward</b>	<b>DDA Carry Forward</b>	<b>Grand TOTAL</b>
6420	Dues	11,000	0	0	0	5,000	16,000
6430	Hospitality	7,000	0	0	0	0	7,000
6440	Board Meetings/Retreat/Training	3,500	0	0	0	0	3,500
6450	Publications	300	0	0	0	0	300
6460	Telephone	9,000	0	0	0	0	9,000
<b>Totals</b>		<b>\$ 30,800</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,000</b>	<b>\$ 35,800</b>

<b>Professional Services</b>		<b>2020-2021 DDA</b>	<b>2020-2021 CRA</b>	<b>CRA/City Project Fund</b>	<b>CRA Carry Forward</b>	<b>DDA Carry Forward</b>	<b>Grand TOTAL</b>
6241	Studies and Surveys	\$ -	30,000	\$ -	\$ 20,000	\$ -	50,000
6510	Accounting	24,000	0	0	0	0	24,000
6520	Audit	0	27,000	0	0	0	27,000
6530	Legal	20,000	0	0	0	0	20,000
6540	Professional Services	0	0	0	75,000	0	75,000
<b>Totals</b>		<b>\$ 44,000</b>	<b>\$ 57,000</b>	<b>\$ -</b>	<b>\$ 95,000</b>	<b>\$ -</b>	<b>\$ 196,000</b>

		<b>2020-2021 DDA</b>	<b>2020-2021 CRA</b>	<b>CRA/City Project Fund</b>	<b>CRA Carry Forward</b>	<b>DDA Carry Forward</b>	<b>Grand TOTAL</b>
7000	Personnel	\$ 3,285	\$ 813,000	\$ -	\$ -	\$ 59,000	\$ 875,285
7100	Insurance	0	35,796	0	0	0	35,796
7200	Rent		190,000	0	0	0	190,000
7300	Tax Collection	18,000	0	0	0	0	18,000
7800	Travel & Training	0	15,000	0	0	0	15,000
7900	Reserves	0	0	0	100,000	213,018	313,018
<b>Totals</b>		<b>\$ 21,285</b>	<b>\$ 1,053,796</b>	<b>\$ -</b>	<b>\$ 100,000</b>	<b>\$ 272,018</b>	<b>\$ 1,447,099</b>
Total Expenses		158,685	4,389,557	385,000	1,727,500	380,000	7,040,742