

West Palm Beach Downtown Development Authority

Supplemental Schedules

11/30/17

	Month	Year-to-Date	Gross Annual Budget	Budget %
SCHEDULE 2 - BUSINESS DEVELOPMENT				
Property Incentives	(89)	89	200,270	0.0%
Business Incentives	0	0	15,000	0.0%
Facade Improvements	0	0	70,000	0.0%
Leasing/Brokers Meeting	750	1,500	2,500	60.0%
Business Training and Support	3,750	3,750	20,000	18.8%
Value Added Events	7,115	7,115	100,000	7.1%
Retail Promotion	9,040	9,040	25,000	36.2%
Historic Projects	0	0	509	0.0%
Downtown Events	0	0	0	0.0%
Grand Open/New Business	0	0	10,000	0.0%
Total Business Development	20,566	21,494	443,279	4.8%
SCHEDULE 3 - PHYSICAL ENVIRONMENT				
Studie and Surveys	0	0	50,000	0.0%
Pressure Washing/Street Clean	1,805	24,146	350,000	6.9%
Graffiti Maintenance	0	0	0	0.0%
Landscape Maintenance	26,035	26,035	250,000	10.4%
Security	62,508	62,508	550,000	11.4%
Trolley	38,173	60,147	675,000	8.9%
Trolley Signs & Ped Wayfinder	0	0	100,000	0.0%
Capital Projects/Alleys	863	863	100,000	0.9%
Total Physical Environment	129,384	173,699	2,075,000	8.4%

	Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
	0				89
	1,500				0
	3,750				
	7,115				
	9,040				
	0				
	0				
	0				
Total	21,405	0	0	0	89
	0				
	24,146				
	0				
	26,035			62,508	
		60,147			
		0			
	863				
Total	51,044	60,147	0	62,508	0

No CPA provides any assurance on these financial statements.

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	Gross			Work Plan		Trolley		Marketing		Security		Incentives	
	Month	Year-to-Date	Annual Budget	Budget %	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
SCHEDULE 4 - MARKETING/PR													
Holiday Lights	32,500	32,500	85,000	38.2%				32,500					
Community & Cultural Promotion	4,290	9,290	240,000	3.9%				9,290					
PR/Marketing	7,100	21,100	100,000	21.1%				21,100					
Advertising and Promotion	21,223	34,268	150,000	22.8%				34,268					
Marketing Postage	0	3,500	3,500	100.0%				3,500					
Survey	0	2,500	50,000	5.0%				2,500					
Total Marketing/PR	65,113	103,158	628,500	16.4%	0	0	0	103,158	0	0	0	0	0
SCHEDULE 5 - RESIDENTIAL QUALITY OF LIFE													
Meetings	0	0	1,000	0.0%	0								
Communication/Newsletter	0	0	2,000	0.0%	0								
Residential Events/DNA Sponsor	0	0	30,000	0.0%	0								
Total Residential Quality of Life	0	0	33,000	0.0%	0	0	0	0	0	0	0	0	0

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	Gross			Work Plan		Trolley		Marketing		Security		Incentives	
	Month	Year-to-Date	Annual Budget	Budget %	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
SCHEDULE 6 - GENERAL OFFICE													
General Office Expense	2,305	7,146	60,000	11.9%	7,146								
General Postage	73	73	4,045	1.8%	73								
Equipment, Computers, Programs	2,017	5,564	80,000	7.0%	5,564								
Office Supplies	805	805	60,000	1.3%	805								
Total General Office	5,200	13,588	204,045	6.7%	13,588	0	0	0	0	0	0	0	0
SCHEDULE 7 - OPERATIONS													
Automobile Expense	500	1,000	6,000	16.7%	1,000								
Dues	2,675	3,880	7,000	55.4%	3,880								
Hospitality	398	438	10,000	4.4%	438								
Board Meeting	(7)	25	3,000	0.8%	25								
Publications	0	237	700	33.9%	237								
Telephone Expense	325	649	25,000	2.6%	649								
Total Operations	3,891	6,229	51,700	12.0%	6,229	0	0	0	0	0	0	0	0

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	Gross		Year-to-Date	Annual Budget	Budget %	Trolley				
	Month					Work Plan	Services	Marketing	Security	Incentives
SCHEDULE 8 - PROFESSIONAL SERVICES										
Accounting	2,000		2,000	24,000	8.3%	2,000				
Professional Service	850		850	50,000	1.7%	850				
Audit	8,130		8,130	31,000	26.2%	8,130				
Legal	744		744	20,000	3.7%	744				
Total Professional Services	11,724		11,724	125,000	9.4%	11,724	0	0	0	0

Some rounding error may occur.

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MEMO

TO: **DDA Board**
Upendo Shabazz, Chair
Robert Samuels, Vice Chair
James Hansen
Mary Hurley Lane
Cynthia Nalley
Rick Reikenis
Bob Sanders

FROM: Raphael Clemente, Executive Director

RE: Board and Staff Retreat 2018

DATE: Tuesday, December 19, 2017

In preparation for the Board and Staff Retreat in the Spring of 2018, staff has been working with the selected facilitator, Russell Correa, to prepare a full-day program that will help us refine the work of the DDA and how we respond to community needs and changing conditions in our district.

Russell Correa, a principal with Zeta Consulting Group, has been engaged to facilitate this process. Mr. Correa will be working with staff and board members in the leadup to the retreat to prepare us and himself for the work ahead. His credentials and the proposal for the retreat are attached for your review.



Russell Correa, Ed.M., LMHC

As the Principal of Zeta Consulting Group, Russell Correa brings close to 20 years of experience as a licensed clinician, certified executive coach, HR & Management consultant and trainer to his work. Over this time, he has provided over 8,000 individual management consultations, 2,500 hours of coaching & counseling and 2,000 hours of training to both Fortune 500 and Nonprofit organizations. Areas of expertise include

- Employee coaching & development
- Conflict resolution
- Capacity building
- Behavioral health issues in the workplace
- Diversity & Inclusion
- Crisis management
- Employee engagement
- Personal & Workplace Resiliency
- Work/Life Balance
- Stress Management
- Time management and workplace efficiency
- Leadership & Manager Development
- Adjustment & Transition issues
- Communication & Collaboration
- Personal well-being
- Professionalism & Personal Branding

Russell is also an experienced speaker and has been featured at over 30 HR and Industry Association groups since 2009. Russell completed his graduate studies at Columbia University, where he earned an Ed.M in Counseling Psychology and an M.A. in Organizational Psychology. He completed his undergraduate education at the University of California at Berkeley, where he earned a B.A. in Sociology. He also holds a Professional Certificate in Organizational and Leadership Development from New York University. Russell is affiliated with the Society for Human Resource Management and serves as a board member for Allegany Franciscan Ministries, a funder of nonprofits in the Miami, Tampa Bay and Palm Beach areas.

In addition to his private practice, Russell also serves as Vice President of Client Services & Business Development at the HR consulting firm, CCA, Inc. In this role, Russell works closely with both local and national organizations, addressing issues that impact employee and company performance. He also assists in the management and supervision of the Account Management team.

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