



Goals, Objectives and Performance Measures

Annual Reporting Form

October 1, 2024 – September 30, 2025

West Palm Beach Downtown Development Authority (WPB DDA) has established the following goals, objectives and performance measures/standards for Fiscal Year 2024-2025:

1. Communication and Engagement

Goal 1.1: WPB DDA Board Public Meeting Compliance

- **Objective:** Hold regular WPB DDA Board meetings to conduct WPB DDA related business. Regular meetings will be open to the public and agendas will include time for the public to make comments.
- **Measurement:** Number of public board meetings held per year as evidenced by meeting minutes and legal advertisements.
- **Standard:** A minimum of 6 Board meetings were held during the Fiscal Year.
- **Achieved:** Yes ☒ No ☐

Goal 1.2: Notice of Meetings Compliance

- **Objective:** Provide public notice of each meeting in advance, and/or notice of annual meeting schedule as legally required. Notice to be shared on WPB DDA website.
- **Measurement:** Timeliness and method of meeting notices as evidenced by posting to WPB DDA website.
- **Standard:** 100% of regularly scheduled meetings are advertised with 7 days' notice or by annual notice of meeting schedule, and on WPB DDA website.
- **Achieved:** Yes ☒ No ☐

Goal 1.3: Website Public Records

- **Objective:** Ensure that meeting minutes, agendas, annual reports, annual budgets and amendments, and financial audit reports, WPB DDA creation documents, public notices, boundaries and location map are readily available and easily accessible to the public on the WPB DDA's website by completing quarterly website checks.
- **Measurement:** The number of website reviews completed to ensure meeting minutes, and other public records are up to date as evidenced by WPB DDA Management's records.
- **Standard:** Website checks completed by WPB DDA at least once per quarter.
- **Achieved:** October ☒ January ☒ April ☒ July ☒



2. Business Development

Goal 2.1: Business Grant Public Information

- **Objective:** The WPB DDA will update grant program information and ensure application information is available on the website.
- **Measurement:** The number of reviews conducted to ensure compliance with objections.
- **Standard:** Minimum of 1 review completed in the Fiscal Year.
- **Achieved:** Yes ☒ No ☐ N/A ☐

Goal 2.2: Public Information on Promotional Activations and Initiatives

- **Objective:** Ensure that promotional activations, Social Media Outreach Program, and business directory are readily available and easily accessible to the public on the WPB DDA's website.
- **Measurement:** The number of website reviews conducted to verify that all information is current and accurately displayed.
- **Standard:** Website checks by WPB DDA Management at least once per quarter.
- **Achieved:** October ☒ January ☒ April ☒ July ☒

Goal 2.3: Public Relations

- **Objective:** Promote WPB DDA projects and programs within the WPB DDA area through targeted public relation campaigns and outreach efforts.
- **Measurement:** The number of campaigns that focus on WPB DDA projects and programs.
- **Standard:** The number of campaigns executed will be tracked in a quantifiable, reportable manner.
- **Achieved:** Yes ☒ No ☐

3. Financial Transparency and Accountability

Goal 3.1: Annual Budget Requirements

- **Objective:** Prepare and approve the annual proposed budget in accordance with statutory requirements.
- **Measurement:** Adoption of Final Budget as evidenced by meeting minutes and budget documents.
- **Standard:** Budget approval & adoption by September 30 and posted to the WPB DDA's website at least two (2) days prior to budget hearing and sent to the city and county at least 30 days after adoption.



- **Achieved:** Yes ☒ No ☐

Goal 3.2: Audited Financial Statements

- **Objective:** Conduct an annual independent financial audit per statutory requirements.
- **Measurement:** Timeliness of audit completion and publication as evidenced by meeting minutes showing board approval and annual audit on the WPB DDA's website and transmitted to the State of Florida.
- **Standard:** Audit completed by an independent auditing firm per statutory requirements and results were posted to the WPB DDA's website and transmitted to the State of Florida.
- **Achieved:** Yes ☐ No ☐

Goal 3.3: Annual Financial Report

- **Objective:** Complete Annual Financial Report (AFR) per Chapter 218, Florida Statutes.
- **Measurement:** Electronic submission of AFR only and email of Audited Financial Statements.
- **Standard:** Submit the AFR to the Department of Financial Services for local governments within nine (9) months after the close of the fiscal year or June 30th.
- **Achieved:** Yes ☐ No ☐