

West Palm Beach Downtown Development Authority

Supplemental Schedules

October 31, 2017

	Gross			Year-to-Date	Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
	Month	Annual Budget	Budget %						
SCHEDULE 2 - BUSINESS DEVELOPMENT									
Property Incentives	178	200,270	0.1%	178					178
Business Incentives	0	15,000	0.0%	0					0
Facade Improvements	0	70,000	0.0%	0					
Leasing/Brokers Meeting	750	2,500	30.0%	750	750				
Business Training and Support	0	20,000	0.0%	0					
Value Added Events	0	100,000	0.0%	0					
Retail Promotion	0	25,000	0.0%	0					
Historic Projects	0	509	0.0%	0					
Downtown Events	0	0	0.0%	0					
Grand Open/New Business	0	10,000	0.0%	0					
Total Business Development	928	443,279	0.2%	928	750	0	0	0	178
SCHEDULE 3 - PHYSICAL ENVIRONMENT									
Studie and Surveys	0	50,000	0.0%	0	0				
Pressure Washing/Street Clean	22,341	350,000	6.4%	22,341	22,341				
Graffiti Maintenance	0	0	0.0%	0	0				
Landscape Maintenance	0	250,000	0.0%	0	0				
Security	0	550,000	0.0%	0				0	
Trolley	21,973	675,000	3.3%	21,973		21,973			
Trolley Signs & Ped Wayfinder	0	100,000	0.0%	0		0			
Capital Projects/Alleys	0	100,000	0.0%	0	0				
Total Physical Environment	44,314	2,075,000	2.1%	44,314	22,341	21,973	0	0	0

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	Annual Budget	Year-to-Date			Services Y-T-D				
SCHEDULE 4 - MARKETING/PR									
Holiday Lights	0	0	85,000	0.0%			0		
Community & Cultural Promotion	5,000	5,000	240,000	2.1%			5,000		
PR/Marketing	14,000	14,000	100,000	14.0%			14,000		
Advertising and Promotion	13,045	13,045	150,000	8.7%			13,045		
Marketing Postage	3,500	3,500	3,500	100.0%			3,500		
Survey	2,500	2,500	50,000	5.0%			2,500		
Total Marketing/PR	38,045	38,045	628,500	6.1%	0	0	38,045	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

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	Month	Year-to-Date		Annual Budget	Work Plan Y-T-D	Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
SCHEDULE 6 - GENERAL OFFICE									
General Office Expense	4,841	4,841	60,000	8.1%	4,841				
General Postage	0	0	4,045	0.0%	0				
Equipment, Computers, Programs	3,548	3,548	80,000	4.4%	3,548				
Office Supplies	0	0	60,000	0.0%	0				
Total General Office	8,389	8,389	204,045	4.1%	8,389	0	0	0	0
SCHEDULE 7 - OPERATIONS									
Automobile Expense	500	500	6,000	8.3%	500				
Dues	1,205	1,205	7,000	17.2%	1,205				
Hospitality	40	40	10,000	0.4%	40				
Board Meeting	32	32	3,000	1.1%	32				
Publications	237	237	700	33.9%	237				
Telephone Expense	325	325	25,000	1.3%	325				
Total Operations	2,339	2,339	51,700	4.5%	2,339	0	0	0	0

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	Month	Year-to-Date		Annual Budget	Work Plan Y-T-D	Services Y-T-D	Marketing Y-T-D				
SCHEDULE 8 - PROFESSIONAL SERVICES											
Accounting	0	0	24,000	0	0	0	0	0	0	0	0
Professional Service	0	0	50,000	0	0	0	0	0	0	0	0
Audit	0	0	31,000	0	0	0	0	0	0	0	0
Legal	0	0	20,000	0	0	0	0	0	0	0	0
Total Professional Services	0	0	125,000	0	0	0	0	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: Flagler Shore Interlocal

DATE: Tuesday, November 21, 2017

The DDA is collaborating with the City and CRA to provide programming and public space for the duration of the Flagler Shore project along the Downtown Waterfront. The attached interlocal agreement defines the scope of services and obligations of each entity under this agreement.

The City's Flagler Shore project has been designed as a test to determine if Flagler Drive through Downtown is capable of being permanently reconfigured as a two-lane roadway, and if so, what types of programming and changes to the physical space would appeal to the community.

Sherryl Muriente, the DDA's Manager of Urban Placemaking, is the DDA's lead for this project and has been involved from the beginning of the concept. She will remain involved with the project through its completion and evaluation.

**INTERLOCAL AGREEMENT FOR
FLAGLER SHORE PROJECT & PROGRAMMING**

Contract No. 19995

THIS INTERLOCAL AGREEMENT, made and entered into this _____ day of _____, 2017, by and between the **WEST PALM BEACH DOWNTOWN DEVELOPMENT AUTHORITY**, an independent special district, hereinafter called "DDA", and the **CITY OF WEST PALM BEACH**, a municipal corporation, chartered and organized in accordance with the laws of the State of Florida, hereinafter called "City", and the **WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY**, a public body, corporate and politic, under Part III, Chapter 163, Florida Statutes, hereinafter called the "CRA";

WITNESSETH:

WHEREAS, the City of West Palm Beach has prioritized the waterfront as an area of critical importance to the public life of its residents and visitors; and

WHEREAS, based on the information collected through recent public places studies by the Gehl Public Space Study, the Jeff Speck Walkability Study, and as part of the ongoing Shore to Core study, the City will test another design of Flagler Drive from Lakeview Avenue to Banyan Boulevard; and

WHEREAS, the City will temporarily close two lanes of Flagler Drive for five months, to expand the open public space along the waterfront for additional programming and public events for residents, workers and visitors to enjoy (the "Flagler Shore Project"); and

WHEREAS, the DDA will provide place making, programming and marketing support for the Flagler Shore Project; and

WHEREAS, the CRA will provide urban furniture, marketing materials and other services for the Flagler Shore Project; and

WHEREAS, the City will collect data regarding the use of the area by people, bicycles and cars during the Flagler Shore Project for continued analysis regarding the best uses and configuration of the waterfront area; and

WHEREAS, The Amendment No. 12 to the CRA's Strategic Finance Plans for the Downtown/ City Center CRA District identifies the waterfront as a target project area and identifies the Shore to Core Study of the waterfront area as a supporting project. The Flagler Shore Project will provide important data for the Shore to Core Study; and

WHEREAS, the DDA, CRA and CITY are authorized pursuant to Chapter 163, Part I, *Florida Statutes*, as amended, to enter into this Interlocal Agreement and do hereby adopt, ratify and confirm the provisions and incorporation herein of Subparagraph (9), Section 163.01, *Florida Statutes*.

WHEREAS, the parties wish to enter into this Interlocal Agreement and to set forth the terms and conditions of their Agreement; and